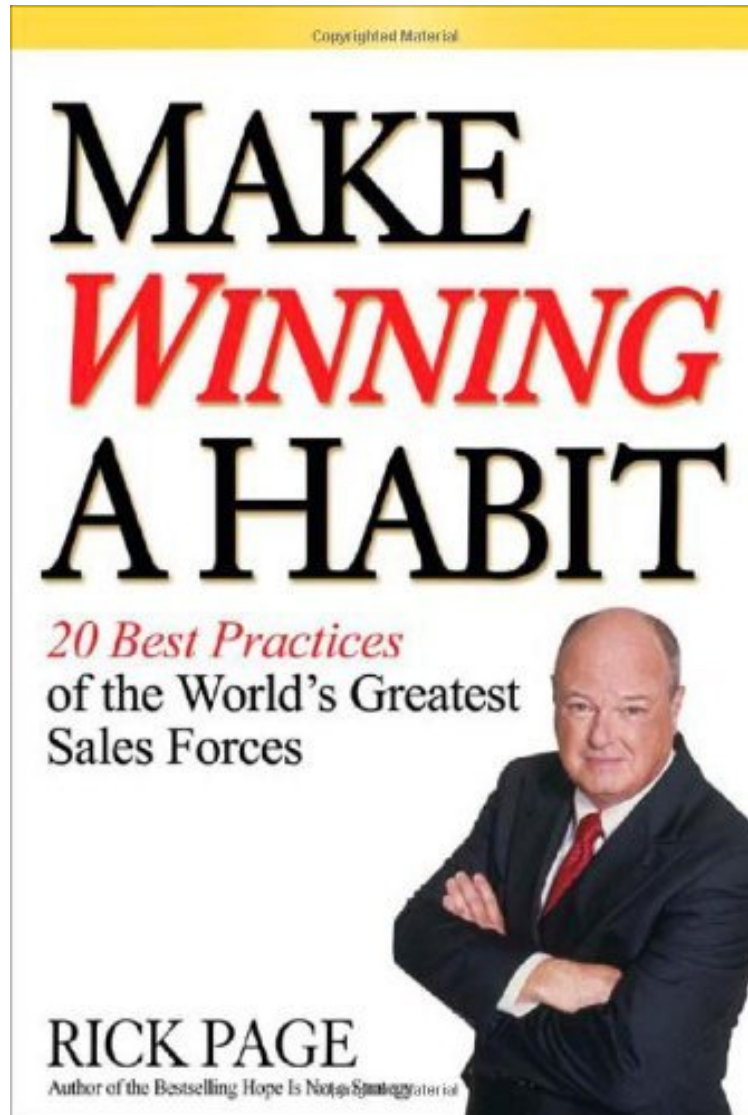


Make Winning a Habit: 20 Best Practices of the World's Greatest Sales Forces

Rick Page

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Rick Page : Make Winning a Habit: 20 Best Practices of the World's Greatest Sales Forces before purchasing it in order to gauge whether or not it would be worth my time, and all praised Make Winning a Habit: 20 Best Practices of the World's Greatest Sales Forces:

0 of 0 people found the following review helpful. Sales Growth EduBy BigTSpearSales Growth Book. If you are in sales and don't know this you probably aren't selling anything and should consider a career move.0 of 0 people found the following review helpful. Beware the NapoleonsBy Glenn D. Robinson"I chuckled when I read this book as he

pointed out bosses I have had-both good and bad. Rick Page emphasized the key to success for winning deals is early and often reporting on progress. He said the leader can either ruin the BD's chances and help. I had one boss that could only make comments of "close the deal or dump the deal." I had another that was extremely effective at assisting with the steps it would take to win-the internal resources, the competition reviews, and most importantly-client calls, client needs and solutioning. Rick Page pointed out with clarity and from experience the mistakes that non-BD's make when trying to run BD teams. We have seen it all before-dictate rules and never follow up, favoritism, approval funds for deals that should not be funded and so forth."2 of 3 people found the following review helpful. An excellent follow up to his firstBy Joshua Michael Ivri'Hope is not a strategy' was one of the first sales books I ever read and definitely one of the best. 'Make Winning a Habit' makes for an excellent second installment from this highly insightful professional. While his first book focused more on managing the opportunity, this book focuses more on the bigger picture, sales strategies in general and managing the sales team.Still very experienced writing with plenty of examples to get his point across.Anyone who benefited or enjoyed the first book will enjoy the second as well. Highly recommended.

A master of the complex sale and a bestselling author, Rick Page is also one of the most experienced sales consultants and trainers in the world. Make Winning A Habit defines the gap between what companies know to do and how they consistently perform. Page clearly identifies five 'Ts' of transformation: Talent, Technique, Teamwork, Technology and Trust. These five elements, when fully developed and integrated into the sales and marketing organization, begin to create the habit of winning over customers in every industry. Stories of successes-and failures-from members of prominent companies help you apply the five 'Ts' to your company's culture, and point the way to more effective plans for motivating employees, building and coaching winning teams, and improving hiring processes. Then, with the use of Page's assessment scorecard, you can compare your company with some of the strategies and practices of the best sales forces in the world. Designed to gauge your organization's effectiveness and further develop breakthrough sales growth, this scorecard highlights your strengths and weaknesses, helping you bridge the gap between where you are and where you need to be. You'll also learn about: The 'Deadly Dozen' (pains sales managers feel today) and how they can kill business A ten-point process for identifying and hiring nothing less than 'A' players The 8 'ates' of managing strategic accounts and how they will maximize revenue and elevate relationships How to identify and correct the six most common areas of poor individual sales performance With Make Winning A Habit, you'll discover the obstacles between you and the consistent sales performance you can achieve-and find the tools to not only make success a habit, but one that will keep growing with your business.

From the Back CoverBreakthrough Techniques for Making Consistent Sales Growth A Habit In today's competitive sales environment making quota is not enough. You need a strategic blueprint that will empower you to get ahead of your competition and closer to your true potential as a sales force. Rick Page, author of the bestselling Hope Is Not a Strategy and one of the most sought-after sales consultants in the world, is about to show you the way. In Make Winning a Habit, Page identifies five universal areas of sales effectiveness-Technique, Technology, Talent, Teamwork and Trust-and demonstrates how they are applied differently to the four levels of sales strategy: Individual Skills, Opportunity Management, Account Management, and Industry/Market Messaging. The result is over 20 best practices from the top sales organizations around the world. Page then shows you how to take these practices and turn them into winning results.