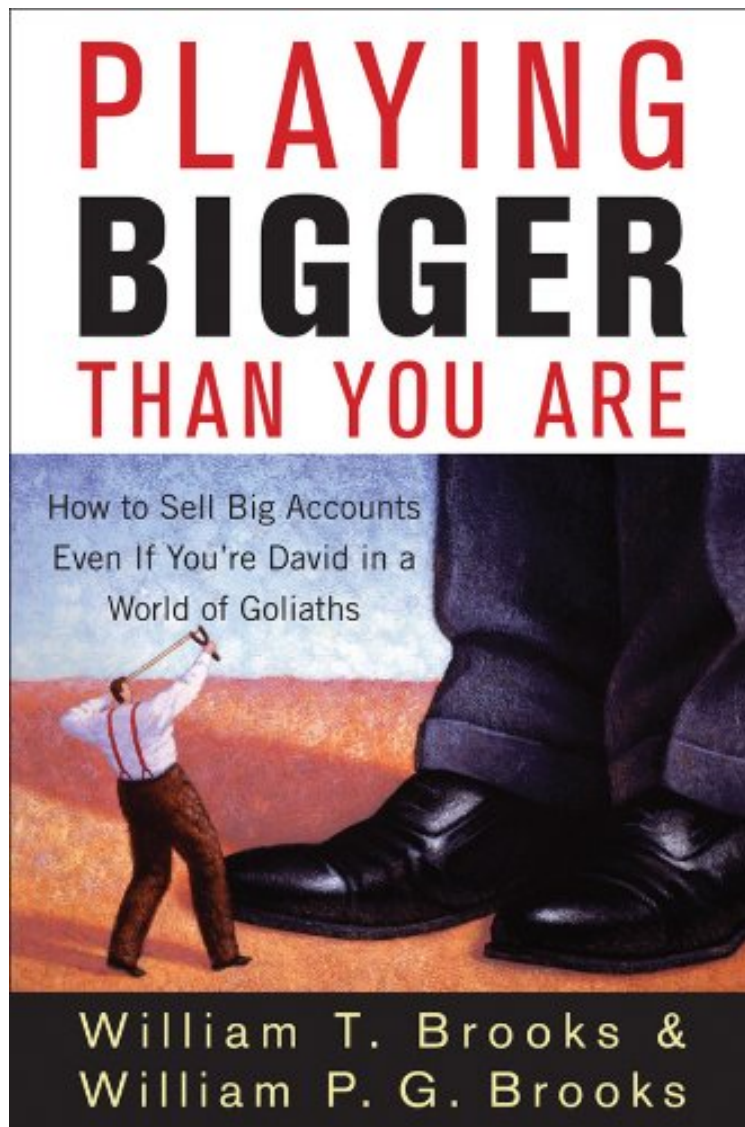


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Playing Bigger Than You Are: How to Sell Big Accounts Even if You're David in a World of Goliaths

William T. Brooks, William P. G. Brooks
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William T. Brooks, William P. G. Brooks : Playing Bigger Than You Are: How to Sell Big Accounts Even if You're David in a World of Goliaths before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Playing Bigger Than You Are: How to Sell Big Accounts Even if You're David in a World of Goliaths*:

0 of 0 people found the following review helpful. How small businesses can sell into large companiesBy Cynthia

Kocialski This book is targeted at small businesses that want to sell into large ones. This book has much practical advice. It starts by telling small businesses what large companies look for in suppliers and what they dislike. Then the book guides the reader through a simple assessment of whether their business is ready for the big leagues. It's chocked with great advice on how to make the initial contact, to how to make the sales presentation, to understanding the corporate buyer's language, and how to build upon your first sales success with a big company. The book also has some interesting survey results that they conducted about how and why large corporations buy. One of the memorable points made in the book is, if selling to large companies were really just about price, no one would need sales people. 1 of 1 people found the following review helpful. What if there was a way to sell more than you ever thought possible? By Gerhard Gschwandtner In this book, father and son collaborated on a highly effective blueprint for small or mid-sized companies to outsell big business. The reader will find many practical ideas, techniques and principles that will empower them to approach and win large accounts with confidence. The book contains great examples so that the reader will not only figure out what to do, but see exactly how to apply the lessons to actual situations. Reading this book will help you develop a greater appetite for pursuing bigger opportunities. If you want to grab market share away from bigger vendors, this is the book for you. This book isn't written for the farmers on the sales team, for they are too timid to try these techniques, but the hunters will love it. This book will stir their passion for pursuing their biggest sale of their lives. 2 of 2 people found the following review helpful. Brooks truly gets it! By Jim Cathcart I've known, worked with, partnered with Bill Brooks and Will Brooks. These guys get it as to what makes a business thrive. They can show you how to overcome seemingly huge obstacles without having to become huge first. The whole point of playing bigger is targeting the real needs. When we learn how to build trust even with limited credentials or track record, then we transcend the game and get right to the heart of helping our customers. Buy, read and then re-read this book. Make it your reference piece for making it without faking it. Jim Cathcart, author of Relationship Selling[...]

The small or mid-sized business' guide to outselling the big boys Often, small or mid-sized businesses don't think they have the resources or the talent to compete with the larger competitors in their industry. But just because they don't have the advertising budgets or purchasing power of their bigger counterparts doesn't mean they can't play ball. For sales organizations, service matters much more than size. If your sales business is competing with much bigger fish, the odds are stacked against you. Pressured and powerless, frustrated and overwhelmed, you might be tempted to give up. But smaller businesses often find advantages over their bigger competitors. Includes proven tactics to help small businesses tackle bigger competitors Author William T. Brooks is also the author of The New Science of Selling and Persuasion and How to Sell at Higher Margins Than Your Competitors Shows you how to steal market share from bigger vendors with bigger resources Just because your business can't flood the market with salespeople or contend on economy of scale and purchasing power, that doesn't mean you can't compete. The secret is Playing Bigger Than You Are.

"In today's marketplace, the playing field on which we're competing is more level than it has ever been. Playing Bigger Than You Are contains practical, down-to-earth tactics and strategies for smaller companies and salespeople looking for proven ways to win larger accounts within their target markets." —Marty Scirratt, Senior Vice President of Sales, Administaff "Finally a book for the small and medium sales teams out there that gives specific and practical strategies for 'whale hunting' . . . how to use our strengths as nimble and adaptable organizations to land the 'big one.' Playing Bigger Than You Are looks deep into the heart of these Goliaths, demystifying not only how they buy, but how we, the Davids of the marketplace, should position ourselves to win them over." —David B. Finch, President and CEO, ATCOM Business Telecom Solutions "As the founder and CEO of a large organization, the tactics and strategies that the late Bill Brooks and his son Will outline in this book are right on target with regard to what we would expect from a smaller boutique vendor interested in winning our business. They've absolutely nailed how to navigate through the maze of the decision-making process at a larger organization! This book is a must-read for entrepreneurs, salespeople, and anyone else who is looking for a useful, on-target guide for winning bigger accounts." —John K. Harris, founder and CEO, JK Harris Company From the Inside Flap Building a business is a challenge in any market. But in today's constantly fluctuating corporate climate it's more essential than ever to be strategic about the way you court new clients. William P. G. Brooks and William T. Brooks give you the tools to more effectively research, strategize, and reach out to the clients that will grow your business over both the short term and long term. From developing a solid, smart strategy for selling to the giants to managing day-to-day prospecting and client management concerns, this book will show you how to exceed your own expectations by winning and keeping the large clients that you thought were out of reach. Filled with the Brookses' expert guidance and methodical approach, Playing Bigger Than You Are will help you: Focus on client acquisitions that target lasting long-term growth, not just right-now income Discover valuable sales opportunities at large corporations friendly to smaller businesses Position yourself effectively with key decision-makers so you'll always have the "inside track" Plan your sales presentations to larger prospects, manage expectations, and use the best possible strategies for winning their business. Every business starts out as a small one. But with time-tested strategies, and real-world stories from the

corporate trenches, *Playing Bigger Than You Are* will help you build a stronger, more robust prospecting and selling strategy—one that can stand and deliver to big companies—so that you'll benefit from their long-term business. **From the Back Cover** Are You Ready to Sell to the Giants? If you're a small business, it seems inconceivable that a giant corporation might need your help. But it's a fact—the larger a company is, and the farther it extends its reach, the more it needs service and product providers who operate on a local and regional level. Whether you provide a product or a service, whether your business is in its formative stages or has created a strong local presence, you have a knowledge of customers and products that can only be gained from your valuable perspective on the ground. From the birth of their business more than thirty years ago, the owners of The Brooks Group have lived the reality of building a small training business into a large purveyor of vital sales consultation services. Over that time span, they created the time-tested techniques that William P. G. Brooks and William T. Brooks bring to your doorstep with *Playing Bigger Than You Are*. This book will show you the benefits of investing your time and marketing efforts into winning larger accounts and give you all the tools you need to ensure your long-term business growth. nbsp;