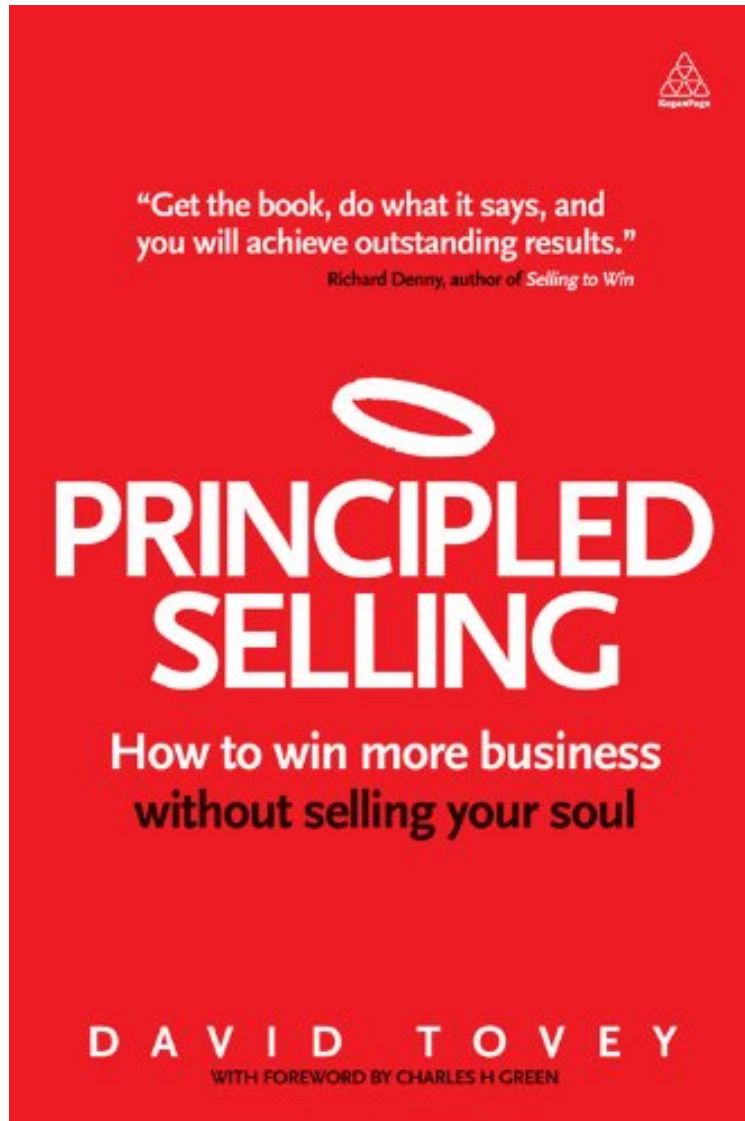


[FREE] Principled Selling: How to Win More Business Without Selling Your Soul

Principled Selling: How to Win More Business Without Selling Your Soul

David Tovey

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David Tovey : Principled Selling: How to Win More Business Without Selling Your Soul before purchasing it in order to gage whether or not it would be worth my time, and all praised Principled Selling: How to Win More Business Without Selling Your Soul:

0 of 0 people found the following review helpful. Adapt to What the Buyer is Interested in BuyingBy Robert TersonPrincipled Selling, like Charles H. Green's "Trust-Based Selling: Using Customer Focus and Collaboration to Build Long-Term Relationships", focuses on ethical selling, as opposed to the all too typical methodology of

controlling, manipulating the buyer into submission. In fact, Charlie Green--Charlie is a colleague of mine in the STA Sales Mastermind Group, and someone I have the highest respect for--wrote the Foreword for *Principled Selling*. That alone should tell you it's a worthy read. He said, "The title is quite appropriate, because while selling is frequently considered a subcomponent of marketing, in my view--and I think David Tovey's as well--the reverse is more true. All buying is personal, and all marketing is really a prelude to buying; hence the proper approach to marketing ought to start with the principles of selling; and hence David Tovey replaces 'marketing' with 'motivation'." I couldn't agree more. Charlie goes on to say, "*Principled Selling* is based on an elegantly simple idea: sellers should adapt to what the buyer is interested in buying--in the buyer's terms, from the buyer's perspective, and in the buyer's timeframe. Call that "respect for the buyer", if you will. Respect for the buyer means the seller adheres to certain principles--simple ones like don't promise what you can't deliver, act with integrity, be transparent and authentic, and above all--have good intentions." Amen! I found the book a worthwhile read and I think you will, too. I especially enjoyed the case studies David proffers throughout the book. This isn't a book of technique; it's more an approach to selling that, in David Tovey's own words, "...makes winning business one of the most natural and comfortable activities to be involved in." You'll learn: 1. How to sustain long-term sales growth. 2. How to motivate potential customers and clients to meet and buy from you. 3. How to maintain customer loyalty. 4. How to create more business with key clients. 5. How to differentiate your business by how you sell. 6. How to become a trusted supplier and advisor. 7. How to use social media effectively. 8. How to build a business development culture for your business. The book is divided into three sections: Section one: *The Principled Selling Approach** *Winning more business today** The five principles of *Principled Selling* Section two: *Principled Selling in Action** *The Principled Selling Growth Model** *Bringing the Growth Model to life** *M2M (motivate to meet) marketing** *Winning more business with networking and social media** *M2B (motivating customers to buy)** *M2B (motivate to buy) skills and behaviors** *Proposals and presentations that WOW!** *Principled Selling key account management* Section three: *Building a Principled Selling Culture** *The Principled Organisation** *Attitude and making time for Principled Selling*. I think you'll find it a worthwhile investment. I think you'll find David Tovey's philosophy of selling will put money in your pocket. 1 of 2 people found the following review helpful. "*Principled Selling*" seems to have an unclear intent...By Shaun Heneghan *Principled Selling* bills itself as a "more effective approach to sales to help you build better, more profitable relationships with your buyers." It offers the reader a complete selling methodology, including marketing, prospecting, engaging the client, closing the deal and account management. A particular focus is given to having the correct mindset, truly listening to the client, and offering value at each stage throughout the sales process. Tovey begins by painting a picture that there is a "crisis of trust" in business and even offers a quote that this crisis has plunged "the whole capitalist system into question" (p.13). Yet, for proof, the author cites a cumulative 5% drop over past five years in the Edelman Barometer of Trust, from 52% to 47%. Hyperbole such as this rarely tends to build trust in the reader's mind. Soon afterwards, Tovey states "...selling ethically simply means identifying a situation where your product or service matches a customer's requirements" (page 23). This is a puzzling definition, as 1) "identifying" is not the same as selling, and 2) this "identifying" can be done by ethical or unethical means. At various points in each chapter, Tovey offers multiple "Case Studies" to support his points. Yet, when the reader looks for an intense analysis of a documented business event, he or she finds only an anecdote, generally a quote. Worse, many of these quotes refer to Tovey's company and how much its customers agree with its approach (pages 25, 76, 173, 228, etc). Happy client testimonials are fine. They should, however, not be offered as a case study. For a book that recommends valuable content in all marketing efforts, these testimonials are of relatively little worth to the reader. In the end, the reader is offered very little that has not been set forth before in works by David Maister, Dale Carnegie, or Mahan Khalsa. What is more disheartening is the book appears to be more than a little self-promotional for Tovey's consulting company. Ultimately, the intent of this book is unclear, leaving the book diametrically opposed to its own stated approach of principled selling.

Because buyer behaviour has changed and buyers now trust social media and personal recommendations more than salespeople, companies need to respond to this new reality to acquire customers. *Principled Selling* discusses the skills and behaviours needed to win customers, build relationships and retain existing ones. It offers a different, more effective approach based on the premise that if you want more sales, stop 'selling' and focus on building long-term, profitable relationships. Readers will learn to avoid cold calling and generate meetings; develop relationships built on trust to maintain customer loyalty; sell services in ways clients appreciate; sustain long-term sales growth and incorporate social media into an effective business development strategy. With a foreword from legendary sales expert and bestselling author Richard Denny, *Principled Selling* helps anyone involved in selling to align his or her techniques with customer expectations to get people to buy over and over again.

Salespeople in any industry, but especially in services and professional products "*Principled Selling* is based on an elegantly simple idea: sellers should adapt to what the buyer is interested in buying...It really is an admirable book." -- Charles H Green, CEO of Trusted Advisor Associates and author of *The Trusted Advisor* "Gives both the 'how-to'

and the 'confidence' to successfully sell, without it feeling as if you are selling your soul. It's for this (and many other good reasons) that I am recommending and buying this book for all my clients." --Heather Townsend, co-author of *How to Make Partner and Still Have a Life*

"This book is...beautifully written, easily digested and will make salespeople more successful (and popular!)." --Andy Bounds, Britain's Sales Trainer of the Year and author of international best-seller *The Jelly Effect*

"[A] useful guide for anyone wishing to improve sales performance by forming profitable client relationships based on trust and understanding. It promotes the practice of selling ethically, with conscience and integrity, in order to form business associations that both sellers and buyers will find beneficial." --Business Book Summaries

"Unlike many books that start out and stay in the ivory tower of sales theory, *Principled Selling* gets down to the real world through the use of case studies and fleshing out the skills and attitudes necessary to successfully sell with full integrity. If you're struggling with how to become a fully transparent and ethical seller or if you simply like to learn more trust based skills, pick up a copy of *Principled Selling*—you really can sell more without selling your soul." --Paul McCord, Sales and Management Blog

"[A] compelling and easy-to-understand argument about a better approach to the whole topic of professional services selling. This book is perfect for the professional services marketer who is trying to establish an effective business development culture in a firm that is conflicted about selling. By that criterion it ought to be a best seller!" --Lee Frederiksen, Hinge Marketing

About the Author David Tovey is Chairman of The Principled Group of companies, which includes Questas Consulting, the business growth and sales consulting firm, and Valuable Content Ltd. He has helped hundreds of companies and professional firms around the world increase top line and profitable growth by focusing on principled business development and leadership.

For more visit www.principledselling.org.