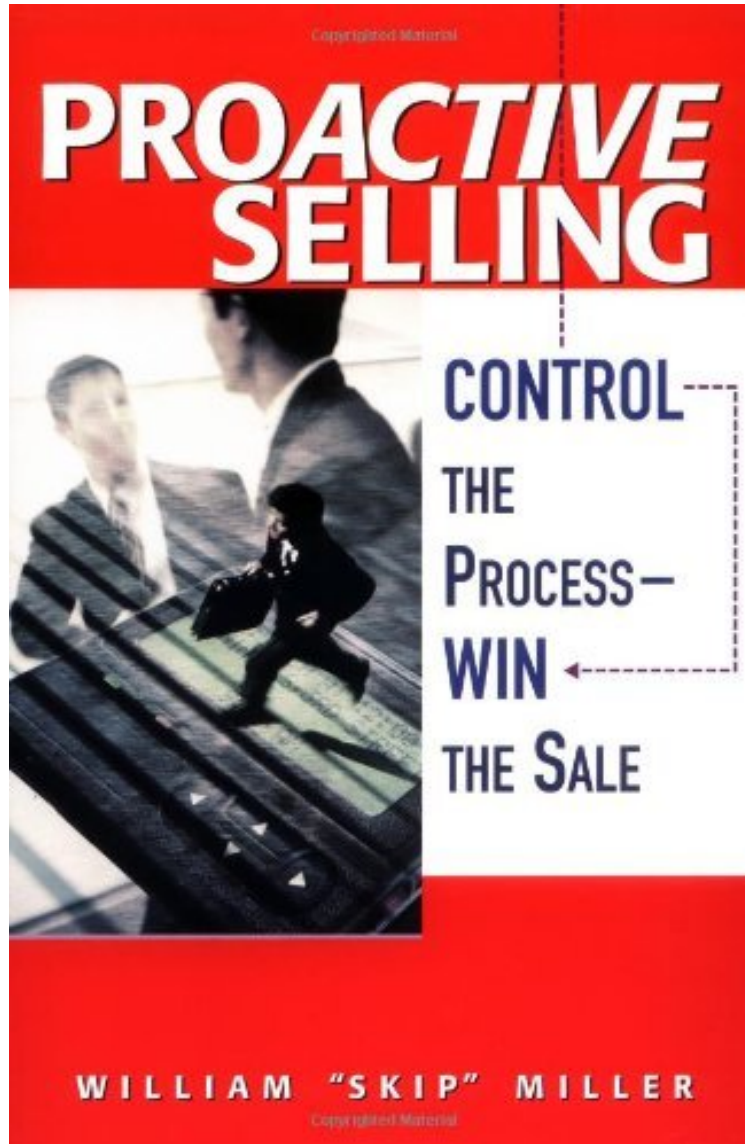


(Mobile ebook) ProActive Selling: Control the Process -- Win the Sale

ProActive Selling: Control the Process -- Win the Sale

William "Skip" Miller

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William "Skip" Miller : ProActive Selling: Control the Process -- Win the Sale before purchasing it in order to gauge whether or not it would be worth my time, and all praised ProActive Selling: Control the Process -- Win the Sale:

1 of 1 people found the following review helpful. Good but not new stuff By Michael Roberts Having read Miller's Proactive Sales Management (which I thought was excellent) I was keen to read his ideas on selling. I have to admit that I found this book had a lot less impact and many of the ideas have been put forward before by Bosworth, Rackham, Thull, Sandler and others. There's nothing wrong with the notion that you should see things from the prospect or customer point of view and that communication should be in their terms - or indeed that the process of

selling should be controlled in an intelligent and proactive sense. But I did find some of the concepts (such as 'buyers look back, salespeople look forwards') to be a potentially dangerous assumption in some industries, such as technology. So, if you have not had much sales training or have not read many sales books don't let me spoil it for you. If you have, you may find yourself thinking you have heard the concepts before, but the words sounded different. 0 of 0 people found the following review helpful. One of the best sales tools I have seen By Customer One of the best sales tools I have seen. I have given to each of our sales reps to follow some of the steps provided. Much more than words. Real ways to improve and track results 0 of 0 people found the following review helpful. Perhaps the only sales book you need. By All Over You Read this book if you want SALES TACTICS. The target reader is someone in sales who wants to get better. The in-the-trench folks who are out in the field, prospecting and interacting with clients. Armed with these sales tactics like the Toward/Away [Tool] and the Buyers Buy Backward [Tool], you - as a salesman - know what to do. The biggest revelation is that sales is a process as well as an art. Know the process. Follow and control the process and you will see systemic improvement in sales.

"Many sales experts focus on a cookie-cutter sales "strategy," encouraging reps to push the customer through a pre-planned sales process - an approach that can drive customers away. With "Proactive Selling", reps have a wide variety of flexible and effective selling tactics to choose from. This enables them to adapt and approach each sales call uniquely and keep the customer at the center of every sales presentation. By learning to think like the customer, sales professionals will learn to shift their own focus from the selling process to the buying process, and how to use the right tool at the right time. Miller's 15 practical selling tools let sales professionals in any industry: double the number of calls returned from prospective customers; call high (where buying decisions are really made) and stay there; increase the effectiveness of in-person and telephone sales interactions; own the process and own the deal Plus, they'll learn how to speak the right language to buyers at any level, get rid of the "maybes" in the sales funnel, and master the 7 Qualification Questions that keep their efforts focused on only the most worthwhile accounts."

"Truly a remarkable book. I have taken many sales courses and this one is a winner. I suggest you buy the book, read it, practice it." --Paul Tulenko, syndicated columnist "His book is a winner." --The Globe Mail "B2B salespeople can definitely benefit from this book...especially useful for salespeople who sell to executives and other C-suite types." --About.com/Sales "Everything in ProActive Selling works for me." --Life Insurance magazine Paul Tulenko, syndicated columnist: "Truly a remarkable book. I have taken many sales courses and this one is a winner. I suggest you buy the book, read it, practice it." About the Author William "Skip" Miller (Los Gatos, CA) is President of M3 Learning, a sales development company, and the author of ProActive Sales Management