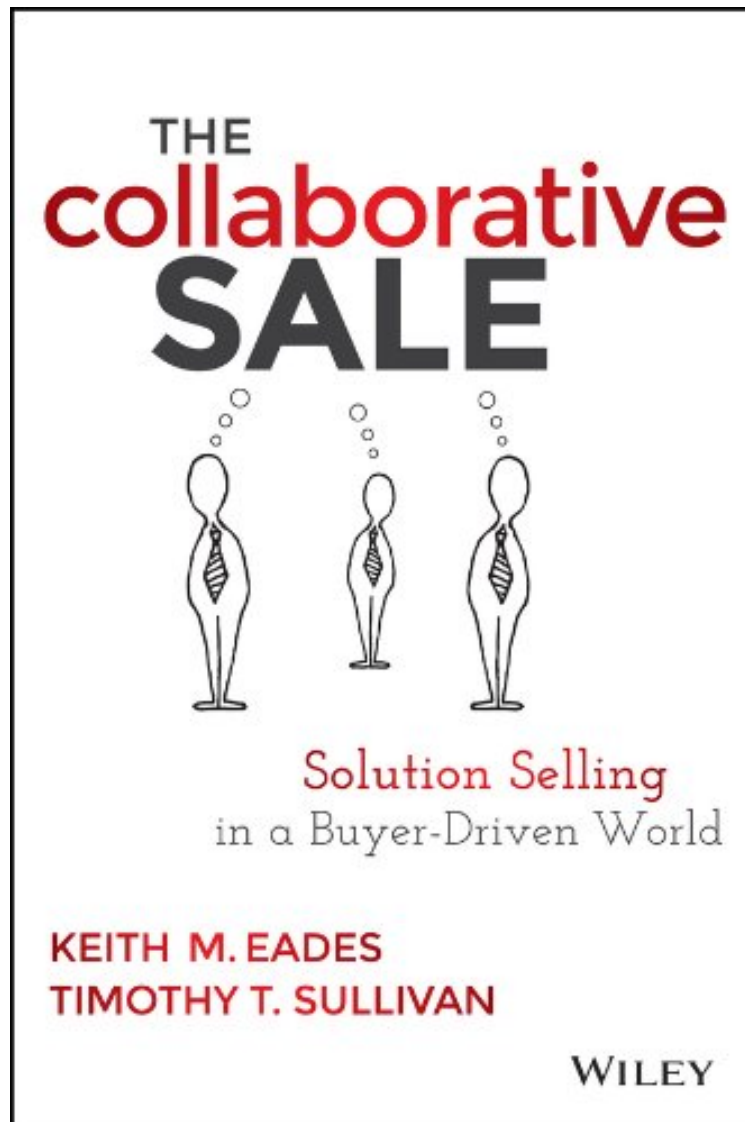


(Pdf free) The Collaborative Sale: Solution Selling in a Buyer Driven World

# The Collaborative Sale: Solution Selling in a Buyer Driven World

*Keith M. Eades, Timothy T. Sullivan*  
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**Keith M. Eades, Timothy T. Sullivan : The Collaborative Sale: Solution Selling in a Buyer Driven World** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Collaborative Sale: Solution Selling in a Buyer Driven World:

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Buyer behavior has changed the marketplace, and sellers must adapt to survive. *The Collaborative Sale: Solution Selling in Today's Customer-Driven World* is the definitive guide to the new reality of sales. The roles of buyers, sellers, and technology have changed, and collaboration is now the key to success on all sides. The Collaborative Sale guides sales professionals toward alignment with buyers, by helping them overcome their problems and challenges, and creating value. From building a robust opportunity pipeline and predicting future revenues to mastering the nuances of buyer conversations, the book contains the information sales professionals need to remain relevant in today's sales environment. Buyers have become more informed and more empowered. As a result, most sellers now enter the buying process at a much later stage than the traditional norm. The rise of information access has given buyers more control over their purchases than ever before, and sellers must adapt to survive. The Collaborative Sale provides a roadmap for adapting through sales collaboration, detailing the foundations, personae, and reality of the new marketplace. The book provides insight into the new buyer thought processes, the new sales personae required for dealing with the new buyers, and how to establish and implement a dynamic sales process. Topics include: Selling in times of economic uncertainty, broad information access, and new buyer behavior Why collaboration is so important to the new buyers The emergence of new sales personae — Micro-marketer, Visualizer, and Value Driver Buyer alignment, risk mitigation, and the myth of control Situational fluency, and the role of technology Focused sales enablement, and buyer-aligned learning and development Implementation and establishment of a dynamic sales process The book describes the essential competencies for collaborative selling, and provides indispensable supplemental tools for implementation. Written by recognized authorities with insights into global markets, *The Collaborative Sale: Solution Selling in Today's Customer-Driven World* is the essential resource for today's sales professional.

From the Inside Flap Buyer behavior has evolved and the challenges facing sales professionals have never been greater. Thanks to the Internet and the wealth of information it provides, buyers are more informed and more comfortable evaluating purchasing options on their own. The more information buyers have access to, the less dependent they are on traditional sources of information — including salespeople. The Collaborative Sale takes a close look at recent changes in buyer behavior as they relate to the primary tenets of the Solution Sellingreg; methodology and provides a detailed, modern view of what effective sellers need to do to succeed in today's world. To succeed today, sellers need to be worthy collaborators with the highly knowledgeable buyers they encounter with increasing frequency. No longer can sellers drive and control the sale, simply because many buyers are too empowered and savvy. Global economic uncertainties and the recent global recessions have also made individual buyers as well as the companies they represent realize, perhaps once and for all, that they must see results and maximize their return on investment in every purchase. This means buyers are more cautious than ever and they are acutely aware of the risks of making bad decisions. Sellers must align with where the buyers are in their buying process and collaborate with them in an open and transparent manner. The sellers who do this are winning business and they are transforming selling forever. In *The Collaborative Sale*, you will learn: How buyer behavior has changed, and how sales professionals must adapt to survive Why a Solution Selling philosophy is more relevant today than ever before How to build and leverage knowledge to become situational experts New sales personas: Micro-Marketer, Visualizer, and Value Driver How to use social media to gain access to the new buyers How to manage buyers' risk in uncertain economic times As executive leaders of Sales Performance International (SPI), the authors have helped thousands of clients around the world to implement the highly successful Solution Sellingreg; methodology on which this book is based. By applying the core elements of the methodology to the changing dynamic of more knowledgeable and savvy buyers, Keith Eades and Tim Sullivan have created *The Collaborative Sale*, a playbook for helping sales professionals align with today's buyers. From the Back Cover Praise for *The Collaborative Sale* Keith Eades and Tim Sullivan share a passion for raising the quality of the sales profession. They have taken a close look at the recent changes in buyer behavior and developed a modern view of what effective sellers need to do to succeed in today's world. The Collaborative Age of Selling is now upon us. *The Collaborative Sale* will help you make the transition. — Dave Stein, Founder and CEO, ES Research Group, Inc. With the pace of innovation continuing to accelerate, buyers can become overwhelmed with the amount of information that is available to them. As a result, they are looking for salespeople who can help them in making an educated decision, define the optimum

solution, and attain a maximized return on investment. The job of the sales person is to work with buyers collaboratively to provide them with the right resources, insights and information to help buyers make that educated decision. In *The Collaborative Sale*, Keith Eades and Tim Sullivan describe how sales professionals can engage with today's buyers successfully to do this. — Jim Ninivaggi, Service Director of Sales Enablement Strategies, SiriusDecisions Our research shows that successful selling requires collaboration — talking to resources within your organization, and both listening and participating in conversations with buyers. The challenge for sellers is knowing how to collaborate effectively — how to matter to people so that you can be an important contributor to what they are looking to accomplish. *The Collaborative Sale* provides useful and practical guidance for sales professionals about how they can collaborate, and make a difference to their customers. — Peter Ostrow, Vice President and Group Director for Sales Effectiveness Strategy, Aberdeen Group The buying process is changing. The myriad of ways that information is available has changed the dynamics of the sales conversation. Sales professionals need to adapt, in order to succeed — they must know how to engage with an informed and savvy buyer, in order to win their business. Keith Eades and Tim Sullivan, in *The Collaborative Sale*, describe the reasons for these changes, and what sellers can do to align with buyers' newly evolving expectations. — Jim Dickie, Managing Partner, CSO Insights

About the Author KEITH M. EADES is the Founder and Chief Executive Officer of Sales Performance International, one of the largest sales improvement companies in the world. Founded in 1988, the company does business in over 54 countries. Keith is one of the leading authorities on transforming companies into world-class sales organizations and is a bestselling author of *The New Solution Selling*. TIMOTHY T. SULLIVAN is the Director of Business Development for Sales Performance International. Tim is a frequent public speaker and published author on advanced sales and marketing practices.