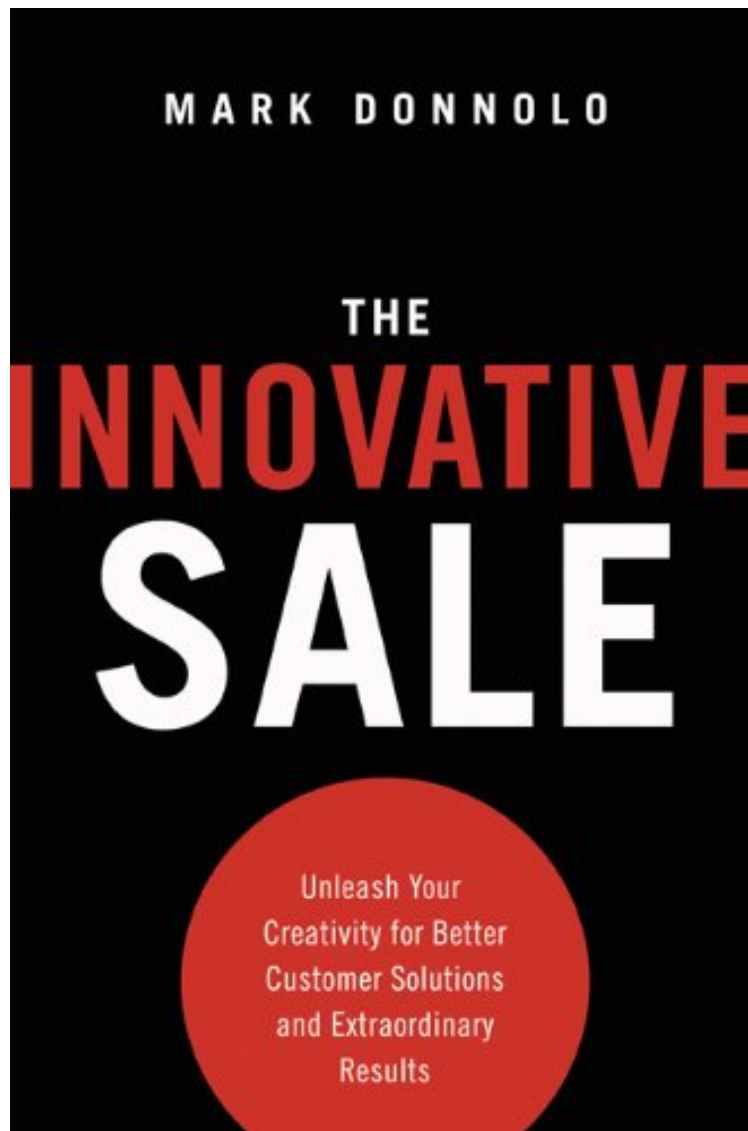


[PDF] The Innovative Sale: Unleash Your Creativity for Better Customer Solutions and Extraordinary Results

The Innovative Sale: Unleash Your Creativity for Better Customer Solutions and Extraordinary Results

Mark Donnolo

*ePub | *DOC | audiobook | ebooks | Download PDF*



#1381917 in eBooks 2014-02-20 2014-01-20 File Name: B00FBYT7B8 | File size: 58.Mb

Mark Donnolo : The Innovative Sale: Unleash Your Creativity for Better Customer Solutions and Extraordinary Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Innovative Sale: Unleash Your Creativity for Better Customer Solutions and Extraordinary Results:

0 of 0 people found the following review helpful. Great insight to sales innovation and 'creativity'. Gives us some new ideas and perspectives that we can apply at IBM. By Kevin Gray Some really incredible insight to sales innovation and

ways to think outside of the traditional sales approaches. At IBM we are always seeking new strategies that will influence a sales deal, shorten the sales cycle and drive competitive differentiation. Mark brings new and fresh ideas with real-world perspectives and makes us think about how we can be more 'creative' - how we can use both the 'left side' and 'right side' of our brain to break down barriers in closing the sale. I especially like how Mark has tied the principles of 'art' to the principles of selling (Pattern, Variety, Unity, Contrast, Movement, and Harmony)...there is creativity in all of us - Mark helps us tap into the creativity within us. And the fundamental sales pitch must have a well defined and memorable 'value proposition'...Chapter 7 is a must read for all sales and marketing leaders. 0 of 0 people found the following review helpful. Sales like you've never thought about it By Sue Holub The entire foundation of successful selling is to differentiate and add value -- which is exactly what this book does. With the hundreds of sales books on the market, this practical, realistic guide enables and empowers sales people starting from the right approach -- human to human. Using engaging concepts like how the 8 elements of art pragmatically relate to effective sales techniques and execution is brilliant and easily useful to any sales force. Thank you, Mark, for yet another insightful and easy-to-read path to success. 0 of 0 people found the following review helpful. SALES = X % ART + X % SCIENCE ? By Susan Searle If you have wrestled with this question through out your sales career, be it carrying a bag or as a leader of a large sales organization, read this book. Mark brings great insight into the art of selling without making the "sales scientists" squirm. With the tap of a finger today's buyers have access to almost perfect information, placing more focus on creativity and art for the seller. Mark brings this equation together in his book. Well Done! Susan Searle

When it comes to strategies, salespeople usually veer toward one of two extremes: operating analytically...or by the seat of their pants. In this groundbreaking book on sales creativity, readers will learn how to integrate the right-brain aptitude for innovation with the left-brain affinity for logic and process. The result is a fresh, dynamic approach that addresses customers' needs while expanding the salesperson's entire way of thinking. Packed with real-life examples and powerful principles, *The Innovative Sale* reveals how to:

- Define the sales challenge
- Question assumptions and look for ways to reframe the problem
- Mine unrelated situations for fresh solutions
- Get comfortable with feeling lost as you explore new directions
- Break some rules and learn to "grow with the flow"

The Innovative Sale draws on the work of pioneering geniuses in design, architecture, and the arts to help salespeople develop a predictable creative process. With the tools and tips of this game-changing book in hand, they'll unleash their own unique powers of intuition and innovation, and land more sales than ever before...in ways they never imagined possible.

"You, your sales staff...will find this book chock-full of proven strategies for shaking things up and moving your sales to a new level." --Anna Jedrzejewski, *Retailing Insight* "This book arms you with everyday tools you can use to push your thinking and develop better ideas, create winning strategies, and grow revenue." --New Equipment Digest "The *Innovative Sale* does a great job of coming up with a logical framework for generating creativity, while simultaneously keeping that creativity within useful bounds." --About.com/Sales "...makes a clear and compelling case to place creativity inside your sales organization...must have book for the sales leader with a large sales team." --Knights on the Road From the Inside Flap Why do sales teams tend to repeat the same approaches and offer customer solutions that lack new ideas? Why do sales leaders gravitate to "the way we've always done it," leaving the organization vulnerable to competition? Regardless of whether you think of yourself as a "creative person," your job as a sales professional demands creativity and innovation. If you want to join the top echelon of performers, you (and your team) need to blend both left-brain and right-brain thinking to develop better answers for your customers or market that differentiate you from the competition. In *The Innovative Sale*, sales and creativity expert Mark Donnolo provides you with a fresh, dynamic approach for addressing your customers' needs while expanding your entire way of thinking. Drawing on the work of pioneering geniuses in design, architecture, and the arts...as well as real-life examples from the world of sales...*The Innovative Sale* arms you with everyday tools you can use to push your thinking and develop better ideas, create winning strategies, and grow revenue. You'll learn how to master a predictable process you and your team can rely upon, not just in moments of inspiration, but whenever faced with a particularly competitive and difficult sales challenge. You'll also receive techniques for listening, gaining new insight, getting beyond the standard offer, creating diverse ideas, pushing customers' thinking, and coming up with answers that lead your customers ahead rather than simply meeting requirements. And you'll discover ways to define sales challenges, mine unrelated situations for fresh solutions, become comfortable with feeling lost as you explore new directions, and question assumptions in order to reframe problems. Based on original research, interviews, and stories from sales innovators that include Fortune 1000 sales leaders and innovators in the creative fields, this book provides eye-opening insight along with tools you can apply in your work. In addition, it includes an *Innovative Sales Assessment*, enabling you to understand, measure, and improve your own and your team's Creative Quotient for Sales. Most salespeople veer toward one of two extremes: operating analytically . . . or by the seats of their pants. This groundbreaking guide equips you with the

proven, results-oriented techniques you need to incorporate creativity into your sales practices, better understand your customers, and develop stronger value propositions. Start reading . . . and prepare yourself for a sales innovation breakthrough! MARK DONNOLO graduated from The University of the Arts and worked as a designer in New York before earning his MBA from The University of North Carolina at Chapel Hill and making the leap to the business world. Today he is managing partner of SalesGlobe and has over 25 years of experience as a leading sales effectiveness consultant with companies such as LexisNexis, Comcast, KPMG, Iron Mountain, Office Depot, ATT, IBM, and Accenture. From the Back Cover Idquo;Success in sales requires a unique level of creativity and innovation, as all marketers aspire to deliver completely unique and compelling experiences for their customers. Until now, we lacked a roadmap to guide sales teams through the process of creative thinking. In The Innovative Sale, Mark defines the key principles from the world of art and design that can be used to exceed the expectations of our most demanding customers.rdqquo; mdash; Bob Dillon, Director, SMB Agency Sales, Google Idquo;In a world that is constantly changing, sales professionals at all levels must think about how to change themselves and how to solve their customersrsquo; problems. In The Innovative Sale, Mark has done an amazing job of pulling the covers back to allow us all to reflect on creativity in a way that is seldom discussed and even less frequently deemed to be truly creative. His unique approach empowers us all to be creative in our own way and to challenge the way things have been done, while dealing with the realities associated with lsquo;owning a number.rsquo;rdquo; mdash; Greg Johnson, Vice President, Product Delivery and Consulting, LexisNexis Idquo;Mark Donnolo has written an innovative sales book that makes sense. Dollars and sense.rdqquo; mdash; Jeffrey Gitomer, author of 21.5 Unbreakable Laws of Selling and Little Red Book of Selling Idquo;Great sales organizations long ago mastered driving value through a disciplined, analytic-based sales approach. The Innovative Sale provides an engaging, step-by-step roadmap for how to seamlessly marry in innovation and creativity to win in todayrsquo;s competitive marketplace.rdqquo; mdash; Amanda Eisel, Senior Vice President, Bain Capital Idquo;Sales has always been defined as part science and part art. Over the past decade, lsquo;the sciencersquo; has improved immensely with new studies, better data analytics, and highly effective technology. Markrsquo;s book, The Innovative Sale, is the first that I have read that focuses on new thinking on lsquo;the artrsquo; side of the equation.rdqquo; mdash; Ian Levine, Senior Vice President, Sales Strategy Operations, Iron Mountain Idquo;Innovation has terrific power in the sales process. Clients often consider both innovation and the organizationrsquo;s ability to sustain innovation as key differentiators. This book gives you the ability to learn and develop that repeatable processndash;and that is priceless.rdqquo; mdash; Jeff Connor, Chief Growth Officer, ARAMARK Corporation