

Rethinking The Sales Force Redefining Selling To Create And Capture Customer Value

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But even that bastion of traditional business structure is starting to evolve, as customers at all levels begin to reconsider their expectations, purchasing patterns, and criteria for establishing and maintaining relationships with sales professionals. *Rethinking the Sales Force*, by Neil Rackham and John De Vincentis, is an innovative attempt to give today's salespeople a push in the right direction before the inevitable sea-change now developing totally overtakes them and undermines their ...

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Sales forces that simply communicate value to customers are doomed to fail--sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service--it rests on the critical ability to create value for customers. Enter *Rethinking the Sales Force*. In this book, best-selling author Neil Rackham and international sales and marketing consultant John De Vincentis have created a breakthrough guide ...

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If your sales force gathers the information needed to customize a product, it increases value by offering benefits beyond the product. If your product is offered at a cheaper price through the Internet, your sales function adds value by reducing costs.

~~Redefine Selling to Create Customer Value RETHINKING THE ...~~

In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell.

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Sales forces that simply communicate value to customers are doomed to fail - sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service - it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force.

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In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Capitalizing on research into the practices of cutting edge companies, the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling models that meet the demands of today's sophisticated customers.

An Arsenal of Shrewd Tactics and Winning Strategies to Make You a Major Account Sales Success Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client--these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to . . . Tailor your selling strategy to match each step in the client's decision-making process. Ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts. Gain entry to accounts through many different windows of opportunity. Deal with competitive situations, take on bigger competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople. Handle negotiations, concessions on price, and term agreements skillfully and effectively. Offer the ongoing technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours today. Read Major Account Sales Strategy.

Combining seminal papers on marketing communications with incisive commentary and overviews from the editors, case studies and student question and answer sections, this text provides a uniquely global perspective on this topical subject. It can be used as a supplement to textbooks on marketing communications, or as an excellent stand-alone text to give greater instruction and insight into key elements of the twenty-first century promotional mix. Providing a one-stop reference for all those studying marketing communications, this reader tackles the subject from an international perspective. Each chapter is introduced by one of the four editors, each editor being from a different core geographic area - the USA, the Pacific Rim, mainland Europe, and the UK. At the end of each paper questions are posed to test the student readers. Academically rigorous, this essential book contributed to by recognized experts will be a valuable reference for undergraduates and graduates of marketing, communications, business and management.

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Selling ASAP combines both timely and timeless components of selling to help professionals achieve their sales objectives in today's fast-paced business world. As the authors demonstrate, rapidly changing customer expectations have led to a dramatic shift in the business of selling. Customers no longer want product experts -- they want trusted advisors. This invaluable guide stresses the importance of viewing a sale not as a one-time encounter but as an opportunity to build a long-lasting, mutually beneficial relationship. Utilizing sound academic research and solid business practices, the authors provide strategies for better anticipating client needs and prescribing solutions that build value over time. The professional edition of Selling ASAP includes numerous practical tips, such as how to behave during a sales call, what language to use or avoid, and how to complete a transaction and begin a profitable business relationship. In addition to covering the fundamentals, Selling ASAP offers innovative sales techniques -- backed by extensive research -- for the modern salesperson.

Redefining Success: Integrating Sustainability into Management Education advocates incorporating sustainability concepts that go beyond the financial 'bottom line' into management education and business practice. Highlighting the UN Global Compact (UNGC), the Principles for Responsible Management Education (PRME) and the Sustainability Development Goals (SDGs), it explores conceptual and practical issues, presents case studies and other empirical evidence, and offers solutions that will both encourage and assist management educators in the incorporation of sustainability into their courses and research. Written by 34 individuals from 17 countries, the book addresses these topics from a variety of theoretical, disciplinary, geographic and organizational perspectives. The authors demonstrate how management educators, collaborating with business and civic organizations, can be change agents for a better world. Written for educators, scholars and business practitioners, the volume concludes with lessons learned, challenges encountered, and implications for responsible management education.

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized Masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures, managing the relationship between national subsidiaries, regional headquarters and global

headquarters, as well as corporate social responsibility challenges, and pertinent future trends that are likely to affect global business.

Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. *Global Brand Strategy* speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

In these times of change and disruption, HR must adapt, fast. But how can HR professionals critically assess their current processes and activities to identify what areas they need to think differently about in order to drive business results? This book provides the answers to enable all aspects of the people function to perform to their full potential. *Redefining HR* is a refreshing take on the evolution of the field of Human Resources and People Operations. It's an in-depth guide to the fundamental components of modern HR, and provides a tangible framework of progressive ideas and practices for HR practitioners, people leaders, and business executives. This is not a theoretical examination of HR. This is a book for practitioners, with insights from people professionals at the leading edge of HR's transformation from companies including Hubspot, Reddit, Stripe, Mastercard, Eventbrite, VaynerMedia, Asana. Written by a leading innovator in the HR industry, this book illuminates new perspectives and approaches for rethinking recruitment, talent management, performance and reward to save time, reduce costs and achieve greater business success. It covers key HR practices including diversity and inclusion, people analytics, learning and development (L&D) and employee experience and is supported by global case studies from organizations including Siemens, Upwork, CVS, Schneider Electric, Delivery

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Hero, and more. Redefining HR is an essential resource for all HR professionals business leaders wanting to create an exceptional people management function.

Building Sales One Relationship At A Time Itâ€™s no surprise that the world of sale today is more challenging than ever. How, then, can you become that salesperson who stands out among the rest? How can you break through the sales stereotypes and improve client relationships? Salespeople all over the world all have one thing in common - the desire to make money. But also, they want to feel respected and confident in the work that they do. Rethinking Sales opens a new door into the sales arena, and encourages you to understand on a deeper level the entire sales process - from how to make that first impression, to keeping your clients coming back for more. It works for anyone at any stage in their career, and shows how each step of the "sales process" is important in reaching your goal, and ultimately, making the most money that you can. check out RethinkingSales.com and Marcogiunta.com

Perfect the art of reinventing your relationship with both your work and your passions

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