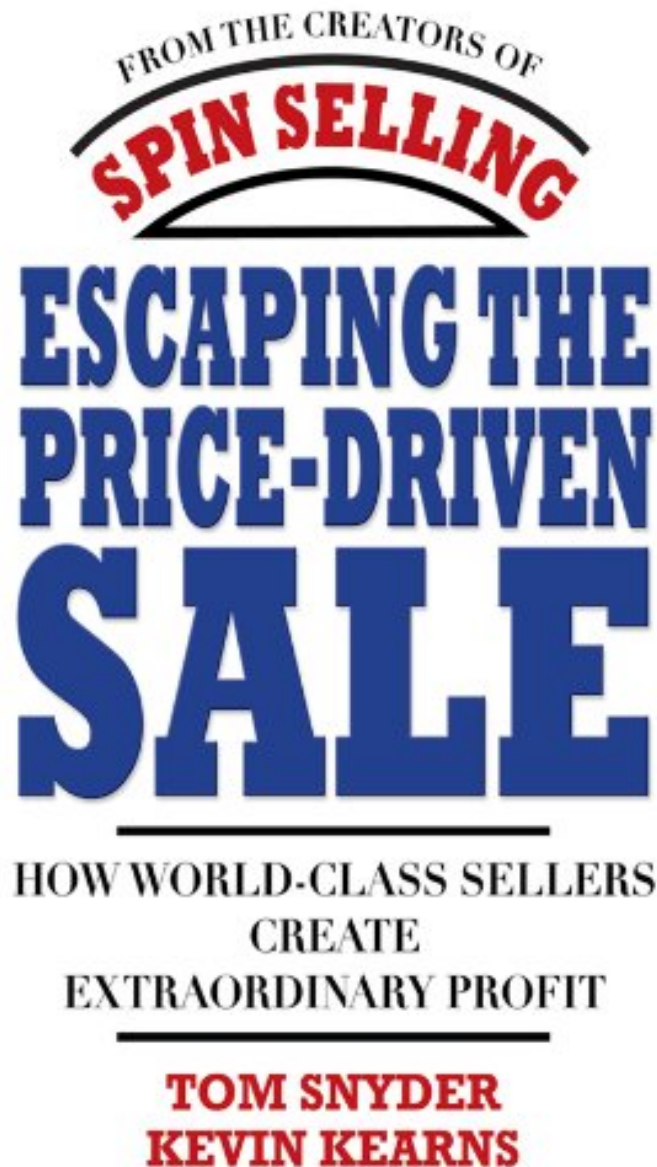


Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit

Tom Snyder, Kevin Kearns
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Tom Snyder, Kevin Kearns : Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit before purchasing it in order to gage whether or not it would be worth my time, and all praised Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit:

0 of 0 people found the following review helpful. Must Read for Peddlers to Power SellersBy BallcoachTom Snyder has provided a clear blueprint for competing in the price is everything marketplace. Most buyers when faced with choices that do not have a clear cut advantage chose the cheapest simply because it is easy and defensible. Snyder offers a step by step approach to value added marketing that will result in not only making the first sale but creating high value customer loyalty and creating a relationship that will overcome price objection in future sales as well as opportunity for referrals. Consultative selling at its best!1 of 1 people found the following review helpful. Good resourceBy EdoardoGI am In a very competitive market and am constantly reading articles on books, looking for just one good idea, especially when you are focused in selling value and making a profit with your product. There are many ideas and strategies contained in the book that can be easily incorporated into your sales technique0 of 0 people found the following review helpful. Three StarsBy Jess FikeJust ok. Not a game changer.

From the creators of SPIN Sellingreg;--a groundbreaking strategy for selling at a premium price every time.Do you frequently discount to win business? Do your customers ignore the differentiators you believe you bring to the marketplace? Does your brand seem to matter less to customers today?Great products, stellar service, and a strong brand are just prerequisites today. They no longer differentiate. If you don't do something radically different soon, you will become unnecessary to customers.Integrating the most comprehensive research in the selling profession with years of realworld application by leading sales organizations, Huthwaite, Inc., creator of SPIN Sellingreg;, brings you Escaping the Price-Driven Sale. This book builds on Huthwaite's history of providing groundbreaking concepts with straightforward guidance for execution.Sellers who master requisite new skills can dominate their market and virtually eliminate their competition. Those who fail to make the adjustment are doomed to irrelevance.Escaping the Price-Driven Sale reveals how sellers can become differentiators themselves by providing insight that customers cannot find elsewhere.In this book you will discover: The tectonic shift in today's market that has irrevocably changed the nature of consultative sellingFour strategies for selling at a premium--even in a commoditized marketHow to create lasting behavior change, individually and organizationally, to succeed in today's marketplace

From the Back CoverOver the last decade, the sales process has been completely redefined . . . Brand allegiance is virtually nonexistent in today's hypercompetitive market. Great products and services no longer earn high margins--they simply get a salesperson in the door. In an era of commoditization, buyer savvy, and cost controls, what matters is the expertise sellers bring to the table; expertise that enables them to deliver insight that creates value in the sales process itself. Escaping the Price-Driven Sale provides a groundbreaking strategy for identifying and delivering the customer insight that will command a premium price every time. Filled with timely market research and real-world examples, Escaping the Price-Driven Sale is a practical guide for sellers and management alike. Escaping the Price-Driven Sale is grounded in 30 years of research conducted in the field with global companies by Huthwaite, Inc. The leading sales performance improvement firm in the world, Huthwaite has studied thousands of sales interactions and continuously tests and applies its research each year with clients worldwide. "Tom Snyder and Kevin Kearns focus on core requirements in a world where more buyers are a click away from price and feature comparisons: how to sell value and the skills needed to avoid commoditization. Escaping the Price-Driven Sale is an important and timely contribution from experienced and savvy practitioners." Frank V. Cespedes, Senior Lecturer, Harvard Business School, and Managing Partner, Center for Executive DevelopmentAbout the AuthorTom Snyder is Huthwaite's SVP of Strategy and Business Development. Tom advises thousands of sales decisionmakers each year on topics such as consultative selling in major sales organizations, creating client value, and innovative ways to strengthen competitive differentiation in an increasingly crowded marketplace. Tom is a sought-after speaker and was recently named one of the Top 100 Most Influential Sales Leaders. Kevin Kearns is CEO of Huthwaite, Inc. He has reinvented Huthwaite to focus on client results while at the same time achieving record growth. Kevin advises Fortune 500 executives, leads discussions on pressing business issues with company leadership, and is frequently quoted in leading business journals throughout the world.