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# Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy

*Kristin Zhivago*

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**Kristin Zhivago : Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy:

1 of 1 people found the following review helpful. One of the best sales and marketing books everBy D. VranicarThis is a wonderful book. I own it in hardcover and Kindle editions. I've read it cover to cover at least four times. I've highlighted it to death and have taken extensive notes. I've also bought it for clients and friends.Forbes magazine listed

it in 2015 as one of the top six books in sales and marketing. It's one of the few books that's equally helpful for business-to-business and for business-to-consumer companies. It's equally helpful for relatively simple sales and also for highly complex ones. It's useful for small businesses as well as very big ones. As other people have noted, it provides detailed, step-by-step how-to information. The chapter on how to interview customers and prospects is in itself worth the price of the book. The advice is worth gold. If only more businesses would follow it. The book is aimed mainly at owners, CEOs and senior executives in small to large businesses. (Other books are probably better for startups, though the advice in this book can apply equally to them.) The book provides a comprehensive plan for how to re-invigorate the revenue-generation process. For this reason, it would be hard for a sales or marketing leader to try to follow this process without getting senior company leadership on board. I'm a sales and marketing consultant who makes my living at this. I own at least 80 books on sales and marketing. (I know. Dull guy.) I've been doing this for decades. And I've read no more helpful, useful, practical, or original book than Kristin's. The thing I like best about the book is this: After I first read it, I contacted her. I've gotten to know her a little. And that's been even more rewarding than reading the book.

0 of 0 people found the following review helpful. I have worked with Kristin for over a year and knew she was brilliant and truly understands what needs to be done to ...By Desiree Bryant Kristin Zhivago has hit the nail on the head when it comes to how buyers buy today, and that businesses need to understand their customers more clearly in order to fully maximize revenue. I have worked with Kristin for over a year and knew she was brilliant and truly understands what needs to be done to make a business thrive, but I actually only recently had the chance to read her book. While I already know how she thinks by working with her, the book gave me so much more insight that I can use with my own business and the businesses I work for. It's like an instruction manual for driving revenue. And I know it works because she has helped me implement these principles into businesses I work for, and in one year we experienced a complete turnaround for the businesses in both revenue and net profit. Don't move on anything in your business without reading this book first.

7 of 7 people found the following review helpful. Roadmap to Revenue By Bob Leonard Full disclosure - I'm a big Kristin Zhivago fan. I first read her 'Rivers of Revenue' about five years ago, and it became a cornerstone of my B2B mar comm business. I've since bought several copies for clients and colleagues. So I downloaded the Kindle version of 'Roadmap to Revenue' as soon as it became available. Her methodology makes it possible to reverse-engineer successful sales, so new sales can be manufactured in quantity. In this book, she lays out her methodology and processes garnered from years in the field working with corporate clients, and their customers and prospects. I lost no time in incorporating it into the research phase of all my consulting gigs.

Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy contains Kristin's insights, transformed into a step-by-step guide to making more money by selling people what they need... instead of what you want to sell. Many business owners I speak with are interested in social media as a market research tool. I believe, and Kristin concurs in the book, that social media can be an effective research tool for low cost consumer products and services. But for B2B, especially complex, high ticket, long buy cycle products and services, social media is not the most efficient way to uncover the real reasons people make a buy decision. Kristin also discusses the various research methodologies used by corporations and consultants. She makes a convincing argument that face to face one-on-one interviews and focus groups are significantly less valuable (and less cost effective) than one-on-one phone interviews. She's done hundreds of these interviews, so when she writes that the quality of the information is better over the phone, because the people are more relaxed alone in their own environment, it rings true. I like the phone interview because it saves time and money on travel. Kristin writes that sellers no longer sell the way customers are buying. The selling system is broken. The good news? The secret to higher revenue is locked in the minds of your current customers. After purchasing and using your product or service, if approached correctly, customers are willing to provide information about their buying process: what drove them to buy, what they were concerned about as they bought, how they came to their buying decision, why they bought from you instead of your competition, how they would sell the product or service to others, and how they feel about it now that they have experienced it. Roadmap to Revenue shows you exactly how to obtain this extremely valuable information, and how to use it to reliably increase your sales. Kristin has learned what works and what doesn't, and she shares all of this information with you. Your own customers are the key to higher revenue. They will tell you exactly what you need to know.

Buyers have changed the way they buy. But sellers have been slow to change the way they sell. This disconnect is proving to be frustrating for both sellers and buyers. Sellers aren't getting the sales they need, and buyers aren't getting the information they need to make a buying decision. In this one-of-a-kind revenue-growth how-to book, Revenue Coach Kristin Zhivago lays out the method that she has used to help hundreds of business owners and managers reverse-engineer their successful sales so they can manufacture new sales in quantity. Armed with these methods, managers can map out their customers' buying process and take the right steps to support every stage of that buying process. They can position their products and services in a way that will make them more attractive and valuable to prospective customers. They can focus their efforts on marketing and selling methods that will work (and stop wasting money on those that won't); produce content that satisfies buyer concerns; and use social media channels in a way that appeals to customers - and leads to more sales.

"What's enchanting? A book that tells you exactly how to grow your revenue." - Guy Kawasaki, author of *Enchantment: The Art of Changing Hearts, Minds, and Actions*"Every now and then a business book rises from the chaos and says 'Must Read.' This is that book." - Craig Stull, Founder and CEO, Pragmatic Marketing Inc."[A] recipe for business success that every investor is looking for." - Martin Zwilling, *Forbes*"Roadmap to Revenue is one of those books that will help you build your marketing strategy and system around creating a customer experience that just resonates so that your customers choose you." - Ivana Taylor, *DIY Marketing*" It is one book that should be a top reading priority for CEOs and entrepreneurs..." - Norm Goldman, *Bookpleasures.com*

From the AuthorDecember 2014 - On the *Forbes* 100 Coaching Books Recommendations list, sales and marketing category.

From the Inside FlapBuyers have changed the way they buy. It's time to change the way you're selling. For years, companies crafted and delivered their messages, which customers depended upon to make buying decisions - because it was the only information available to them. Now, when a customer wants to buy, he Googles the product or service, ignores the company's sales messages, and reads what other customers have to say about it. If the product or service still looks promising, the customer goes to the company's website or salesperson, hoping to get the last few questions answered - esoteric questions that are specific to his situation or preferences. But websites seldom contain these answers; instead, they are filled with useless, grandiose platitudes. And salespeople are trained to answer the general questions, which the customer has already found the answer to. In other words, sellers no longer sell the way customers are buying. The selling system is broken. The good news? Customers who have bought a product or service become more than willing to provide information about their buying process: what drove them to buy, what they were concerned about as they bought, why they decided to buy, how they'd "sell" the product or service to others, and how they feel about it now that they have experienced it.

*Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy* will show you exactly how to obtain this priceless information, and use it to reliably increase your sales - no matter what you're selling. You will be able to reverse-engineer successful sales, in order to manufacture new sales in quantity.