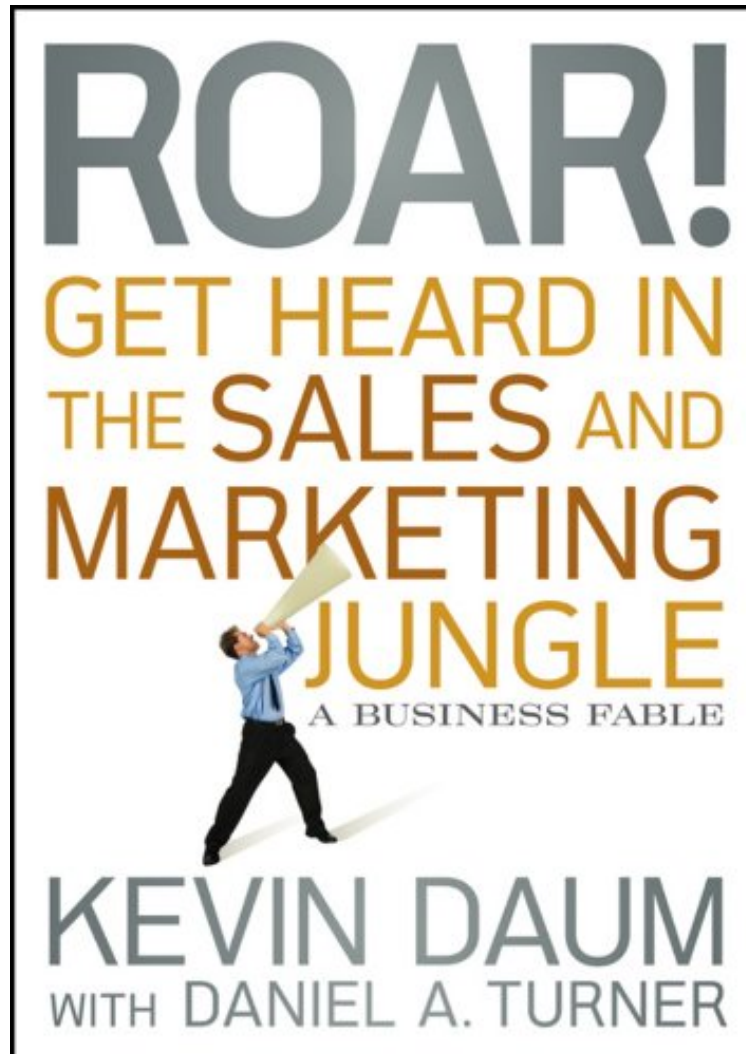


(Download free ebook) Roar! Get Heard in the Sales and Marketing Jungle: A Business Fable

# Roar! Get Heard in the Sales and Marketing Jungle: A Business Fable

*Kevin Daum*

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**Kevin Daum : Roar! Get Heard in the Sales and Marketing Jungle: A Business Fable** before purchasing it in order to gage whether or not it would be worth my time, and all praised Roar! Get Heard in the Sales and Marketing Jungle: A Business Fable:

2 of 2 people found the following review helpful. A Modern Philosophy of Successful SalesmanshipBy David E. SarnaKevin Daum and Daniel A. Turner have written a fascinating little book that presents a successful philosophy of marketing and sales in a memorable fable. Subtitled "Get Heard in the Sales and Marketing Jungle," this slim volume of 210 pages records a series of (imaginary) dinner meetings between Lenny, who grew up in Livingston, NJ, went to public schools, eventually became a Hassid and follower of Chabad, and Ryan his non-practicing Christian friend and

classmate from the "old days." Lenny went on to become a highly successful businessman while his friend Ryan had been doing well, but has been struggling lately as his business was buffeted by the recession. Ryan and Lenny meet up again by chance, after a lapse of some 26 years, and once Ryan gets over the shock of Lenny's new look - a black hat, flowing beard - the works - their friendship is renewed. Similar to the "four sons" discussed in the Haggadah at the Seder Table, Lenny teaches Ryan about four customers, the Wise Buyer, the Cynical Buyer, the Simple Buyer and the Buyer Unwilling to Ask. The book includes a tour of some of my favorite Kosher restaurants in New York (only The Prime Grill was missing), and in a way it reminded me of Og Mandino's best-selling 1968 classic guide to a philosophy of salesmanship, *The Greatest Salesman in the World*. The essence of the book is summarized in the acronym that forms its title: R.O.A.R. - \*Recognize the type,\* \*Observe from their perspective,\* \*Acknowledge concerns,\* and \*Resolve Needs\*. While the essence can be stated standing on one foot - the rest you need to study and learn. Implementing the concepts, however, requires hard work, a team approach, and constant reinforcement until they are thoroughly institutionalized. At the end of the day, it all boils down to what the authors refer to as "The V. P. of Sales and Marketing," where V. P. stands for Value Proposition, messaging that needs to be clearly thought out and then personalized for maximum effectiveness. To obtain maximum value from this valuable book, its lessons need to be repeated. As the commentator Rashi taught on Malachi 3:18, one cannot compare a person who reviews his lessons 100 times to one who has reviewed them 101. 1 of 1 people found the following review helpful. ROAR! Say what? By Lisa OQ Let me start by saying I am NOT employed in Marketing and Sales, but the principles apply to so many things, I wanted to read this book. It presents the concepts in a very understandable format if you are one that enjoys "getting the point" in stories, and I do. You could use these concepts in a lot of human interactions, and you might be able to get more of what you're hoping for. Not a hard read, but definitely will make you think, and think. . . . and think some more - if you're ready to learn. 1 of 1 people found the following review helpful. Interesting twist on reference books. By T. Avila I liked that they made this a story more than just a "how to market" type book. However, the story section ended abruptly and left me with a couple of unanswered questions (i.e. why wouldn't Lenny let Ryan ever pick up the bill for lunch? - if you know..please enlighten me :) But, it's a fast-read and I'm just delving into the final section of the book which is more like a "Here's how it works" section. I have learned the meaning of ROAR and am already putting it into play for my own business. I feel confident in my approach now and it took me no time to put a Value Proposition together...something that I would have bellyached about before reading this book.

Don't just get your message out. ROAR it out! In this captivating parable, you'll follow Ryan Miller, an executive struggling with reduced sales in a challenging economy. Ryan is mentored by his old Livingston, New Jersey high school friend, Lenny Bernstein, now a Hasidic Jew in Brooklyn having great success in his packaging business. Over a series of lunches around New York City, Lenny shares the key insights that have driven his sales through the roof, while allowing him to run his business efficiently-and still have plenty of time for family. Lenny explains the simple mnemonic R-O-A-R Recognize the four types of buyers Observe from the buyer's perspective, and adapt your message Acknowledge the buyer's special wants and needs Resolve the buyer's issues Praised by renowned money manager Ken Fisher, *Roar!* gives you a 3,500-year-old sales secret that has never before been articulated in a business context, one you can use to recharge your sales operation and revitalize both your business and your life. It may be a jungle out there, but it's a little less scary once you know how to ROAR!

From the Inside Flap Business had changed. For years, as VP of Sales and Marketing at Wolfson Furniture, Ryan Miller easily created steady growth and success. Then the economy tanked. Sales dwindled. Marketing efforts flopped. Wolfson Furniture was suddenly on the ropes. Ryan's future, once golden, seemed dim. But life is mysterious. Just when all seems lost, serendipity lends a hand. For Ryan, fate takes the persona of Lenny, an old high school friend. Having found happiness in Hasidic Judaism, Lenny now runs a packaging company in Brooklyn. "Business is booming, even in the down economy!" he tells Ryan excitedly. So what's Lenny's secret? *Roar!* gives you a seat at the table as these two friends reconnect, and Ryan discovers how to revitalize his sales and marketing approach. Lenny's sales and marketing process is 3,500 years old and is beautifully simple, yet goes ignored by most companies. As the story unfolds in real-life kosher restaurants all over New York City, you'll discover the step-by-step R-O-A-R system you can use to boost your results. You'll get practical tools and tips, including a template to help you reframe your Value Proposition, detailed discussions of the four types of buyers and strategies for selling to each, plus interview questions you can customize. Warmhearted and entertaining, *Roar!* is an inspiring story for anyone looking to add a secret ingredient to their sales mix. Its many tools and resources will enable you to deliver a compelling message and strengthen your business in any economy. Take it from Lenny, it's a sales jungle out there, but it's much less scary when you know how to ROAR! From the Back Cover Praise for *Roar!* "Kevin Daum's *Roar!* is a charming new set of insights destined to help you in all your personal interactions whether in sales or otherwise. Everyone should have an old friend like Lenny." —Ken Fisher, founder and CEO, Fisher Investments, and columnist, *Forbes* "Portfolio Strategy" "This is one of the most entertaining business books I've read, offering up some of the most essential steps you can take right now to better communicate your idea and win." —Jennifer Openshaw, columnist, *Dow Jones*

MarketWatch "Nothing is more important than knowing how to specifically communicate your message to customers. Kevin Daum has cracked open an ancient code that has been under our nose for thousands of years—providing a twenty-first-century application of these timeless principles." —Verne Harnish, "Growth Guy" founder, Entrepreneurs' Organization (EO) author of *Mastering the Rockefeller Habits*, CEO, Gazelles "Daum has nailed the keys to effective selling. Imagine an easy way to learn this, traveling through a fun story and, at the end, walking away with some highly recommended restaurants as a value add. You will truly 'ROAR' once you finish this book!" —Jack Daly, CEO, Professional Sales Coach, Inc. About the Author Kevin Daum is the founder of TAE International, a marketing consultancy that helps companies deliver The Awesome Experience through compelling messaging, intentional marketing, and memorable delivery. He has a degree in theatre and is an Inc. 500 entrepreneur whose sales and marketing techniques resulted in more than \$1 billion in sales. Kevin is a graduate of the MIT Entrepreneurial Executive Leadership program, a former board member of the Entrepreneurs' Organization (comprising 7,200 CEOs), and the National Columnist for *Smart Business* magazine. Kevin and his team of consultants deliver programs on customer experience, marketing, and creativity. Visit Kevin online at [www.KevinDaum.com](http://www.KevinDaum.com). Daniel A. Turner is President and founder of TCG, an Inc. 500 company that has saved taxpayers over \$250 million. Dan is on the board of the Entrepreneurs' Organization and is a graduate of the MIT Entrepreneurial Executive Leadership program.