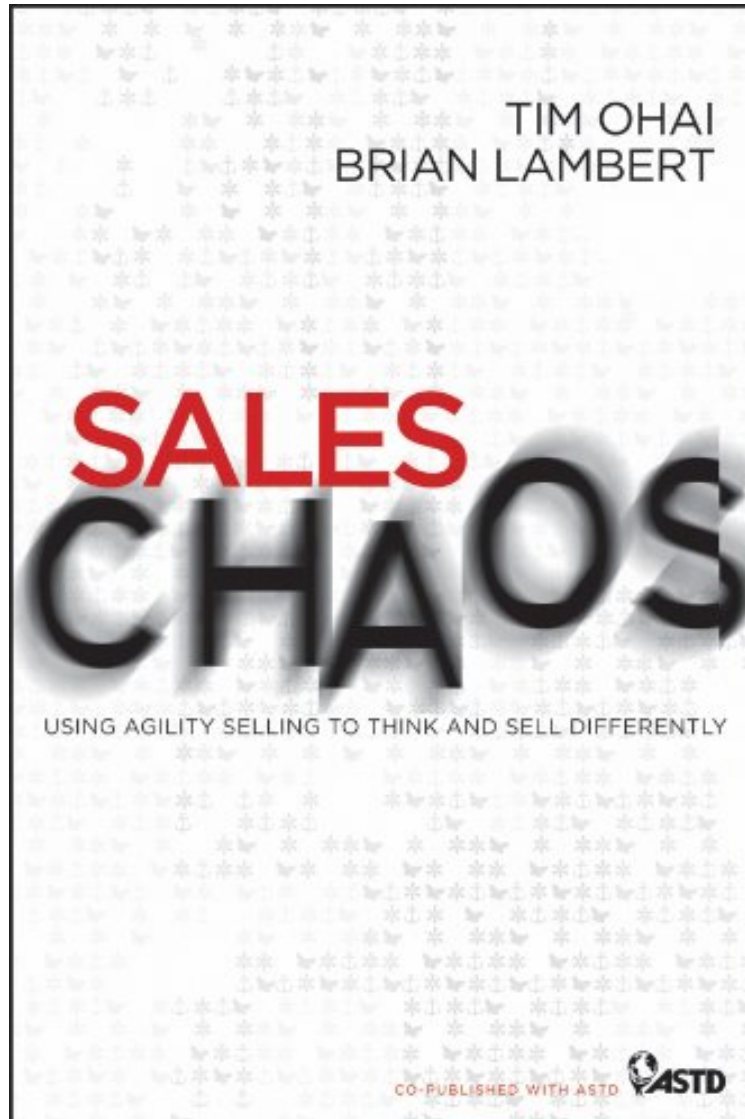


Sales Chaos: Using Agility Selling to Think and Sell Differently

Tim Ohai, Brian Lambert

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Tim Ohai, Brian Lambert : Sales Chaos: Using Agility Selling to Think and Sell Differently before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Chaos: Using Agility Selling to Think and Sell Differently:

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dig in and work! Salespeople without a strong desire to succeed won't get far with "Sales Chaos" because it is a demanding book. It demands that you think. It demands that you deal with the complexity that is attached to the sales profession today. But it promises - rightly, I believe - that if you learn and practice the concepts of what the authors call "Agility Selling," you will be miles ahead of your competitors! Selling is getting more and more difficult every day. There are multiple variables in every opportunity, and the real trick is to find the ones that matter and exploit them. Let Tim and Brian teach you how - it is pretty awesome! I would particularly recommend this book if you find yourself stuck in a rut, or unable to continue to advance your performance. This book is guaranteed to give you a completely new perspective on problems that you may not have been able to figure out. Definitely needs to be in your library!

What if chaos is good? What if random complexity is not the enemy, but a competitive asset instead? Could it be possible to thrive in the chaos, to actually harness it during your sales conversations? Sales Chaos is a groundbreaking book that outlines a new paradigm that applies the latest research and the scientific principles of chaos theory to the challenges facing today's sales professional. The result of this philosophy creates a whole new approach to business, one in which sales conversations are driven by relevance, not simple activity. It's called Agility Selling. Agility Selling is not a sales technique. Nor is it a sales process. While techniques and processes have value, Agility Selling is bigger than that. It is a genuinely fresh approach to selling, birthed by chaos and grounded in science. Agility Selling is a methodology designed to help you identify repeatable and predictable patterns in the complex world of selling so that you can consistently be more relevant than your competition and create more value for your clients. It doesn't matter if you are new to sales or a seasoned professional; Sales Chaos provides the key information any seller should know to turn the scientific theory of Agility Selling into more relevant sales conversations and bottom-line sales results. Learn more about the practices behind the book at agilityselling.com

From the Inside Flap
What if chaos is good? What if random complexity is not the enemy, but a competitive asset instead? Could it be possible to thrive in the chaos, to actually harness it during your sales conversations? Sales Chaos is a groundbreaking book that outlines a new paradigm that applies the latest research and the scientific principles of chaos theory to the challenges facing today's sales professional. The result of this philosophy creates a whole new approach to business, one in which sales conversations are driven by relevance, not simple activity. It's called Agility Selling. Agility Selling is not a sales technique. Nor is it a sales process. While techniques and processes have value, Agility Selling is bigger than that. It is a genuinely fresh approach to selling, birthed by chaos and grounded in science. Agility Selling is a methodology designed to help you identify repeatable and predictable patterns in the complex world of selling so that you can consistently be more relevant than your competition and create more value for your clients. It doesn't matter if you are new to sales or a seasoned professional; Sales Chaos provides the key information any seller should know to turn the scientific theory of Agility Selling into more relevant sales conversations and bottom-line sales results.

From the Back Cover
Praise For Sales Chaos "Great read! A must read for anyone who wants to stay relevant with their customers." — Ryan McMichael, sales executive, OPNET Technologies "A differentiator! We often look for what distinguishes the great reps from the rest. This book helped us identify the patterns and approaches that often go unspoken with top-performers." — Pat Mustico, sales vice president, Microautomation "Old models and sales processes are just that — tired and outdated. The Buying profession has moved ahead of their counterparts in Sales. Sales Chaos will give you a unique and new lens to view the dynamics of Sales, so you can go out and do something about it." — Steve Thompson, multi-billion dollar negotiator; and managing partner, Line of Sight, Inc.

About the Author
Tim Ohai, M.S., is the founder and president of Growth Associates, a consulting group that focuses on solving sales and marketing problems for global and local companies, with an emphasis on changing the behaviors that drive success. Brian Lambert, Ph.D., is a senior analyst with Forrester Research, serving technology sales enablement professionals in large- to mid-sized companies as they work to bridge the gap between go-to-market strategy and individual action with portfolio, marketing, and sales focused initiatives designed to drive relevant buyer outcomes.