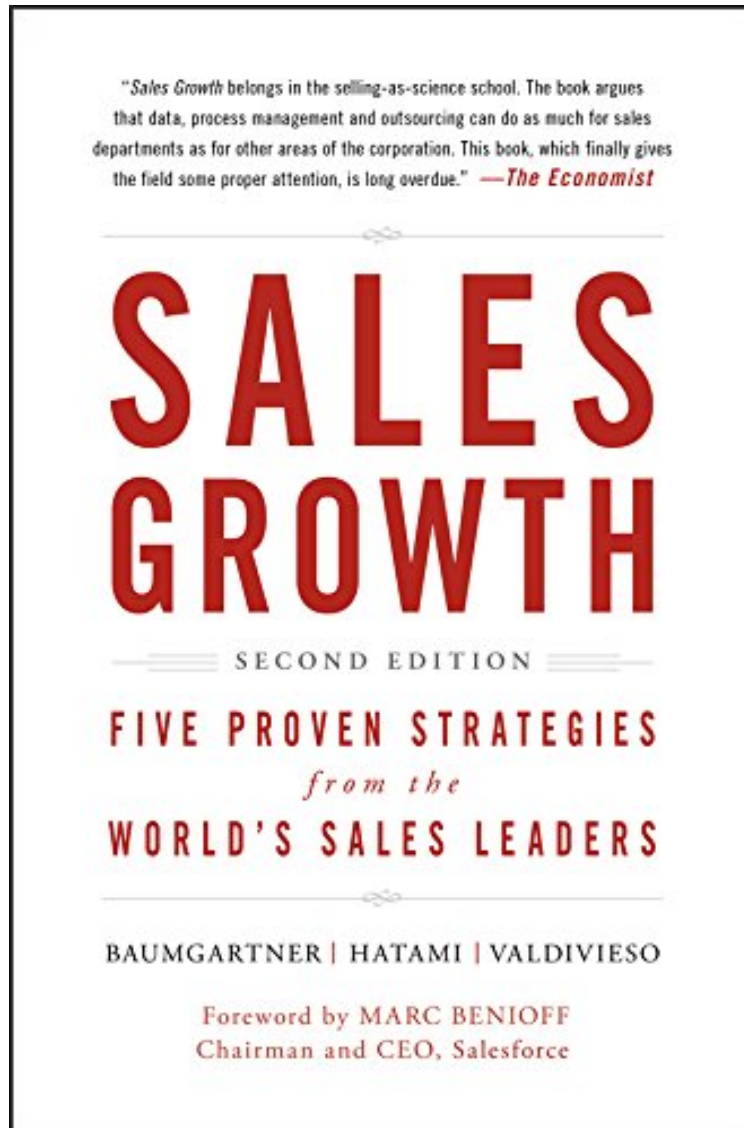


(Free and download) Sales Growth: Five Proven Strategies from the World's Sales Leaders

## Sales Growth: Five Proven Strategies from the World's Sales Leaders

Thomas Baumgartner, Homayoun Hatami, Maria Valdivieso de Uster  
ebooks | Download PDF | \*ePub | DOC | audiobook



DOWNLOAD



READ ONLINE

#290092 in eBooks 2016-04-08 2016-04-08 File Name: B01E1T011Q | File size: 49.Mb

**Thomas Baumgartner, Homayoun Hatami, Maria Valdivieso de Uster : Sales Growth: Five Proven Strategies from the World's Sales Leaders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sales Growth: Five Proven Strategies from the World's Sales Leaders:

2 of 2 people found the following review helpful. Excellent overview of key sales strategies By Atanas V. Stoyanov This book is an excellent overview of key sales strategies, and has a great practical lens to it. There are multiple interviews with sales executives, which add a richness of ideas and experience. Having been through a few

sales transformations, it was great to see many of the things that resonated with me while doing them be featured prominently in the book. It was great to also see a lot of material which I have not had as much exposure to (particularly on presales, outsourcing, and partner strategy). One thing I wish the book did more of is talk at length about the future of sales and how improving artificial intelligence would impact sales strategy and tactics. There is some interesting discussion at the end of the book on the topic which gets your imagination going, but I am looking forward to seeing at least a few chapters dedicated to this in the next edition.

2 of 2 people found the following review helpful. Must-read!

By Anonymous A great book with industry insight from the most successful leaders in the business!

0 of 0 people found the following review helpful. Writing style is same of Mckinsey articles, felt reading ...

By Customer Writing style is same of Mckinsey articles, felt reading an article rather than book, anyhow the content and ideas are solid, few interviews were worth reading balance are wasteful. I would rate book 5 stars if they showed how to implement the ideas and concept.

The challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them and drive consistent sales growth. There are no simple solutions to this situation, but in this thoroughly updated Second Edition of *Sales Growth*, experts from McKinsey Company build on their practical blueprint for achieving this goal and explore what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future. Based on discussions with more than 200 of today's most successful global sales leaders from a wide array of organizations and industries, *Sales Growth* puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth. The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward, to turning deep insights into simple messages for the front line. Page by page, you'll learn how sales executives are digging deeper than ever to find untapped growth, maximizing emerging markets opportunities, and powering growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance. Three new chapters look at why presales deserve more attention, how to get the most out of marketing, and how technology and outsourcing could entirely reshape the sales function. Twenty new standalone interviews have been added to those from the first edition, so there are now in-depth insights from sales leaders at Adidas, Alcoa, Allianz, American Express, BMW, Cargill, Caterpillar, Cisco, Coca-Cola Enterprises, Deutsche Bank, EMC, Essent, Google, Grainger, Hewlett Packard Enterprise, Intesa Sanpaolo, Itau; Unibanco, Lattice Engines, Mars, Merck, Nissan, PG, Pioneer Hi-Bred, Salesforce, Samsung, Schneider Electric, Siemens, SWIFT, UPS, VimpelCom, Vodafone, and Wuuml;rth. Their stories, as well as numerous case studies, touch on some of the most essential elements of sales, from adapting channels to meet changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and effectively leading the way to sales growth. Engaging and informative, this timely book details proven approaches to tangible top-line growth and an improved bottom line. Created specifically for sales executives, it will put you in a better position to drive sales growth in today's competitive market.

"Sales Growth belongs in the selling-as-science school. The book argues that data, process management and outsourcing can do as much for sales departments as for other areas of the corporation. This book, which finally gives the field some proper attention, is long overdue."—The Economist

PRAISE FOR SALES GROWTH

"Reading this book is like walking into a room where more than a hundred of the world's sales leaders are openly sharing their perspectives. Sales Growth puts sales management back where it belongs: at the center of management thinking about what makes businesses successful."—Marc Benioff, Chairman and CEO, Salesforce

"Sales Growth reflects a deep understanding of face-to-face sales while also bringing to life the issues—and lessons to learn—around e-commerce and new channels. Filled with pragmatic insights, this book is essential reading for anyone managing sales in both today's and tomorrow's multichannel world."—Robert Friedmann, Chairman, Central Managing Board, Wuuml;rth Group

"Sales Growth shares wisdom that successful sales leaders have cultivated to create greater value for their customers and their companies. It offers a compelling set of case examples that combine the art of selling with true analytical rigor and operational know-how."—Gerhard Gschwandtner, CEO, Selling Power magazine

"Sales Growth is essential reading for business leaders and MBA students. It is a thoughtful and practical addition to the discipline of sales management. Using timely stories and provocative anecdotes, the authors provide executives with an important and accessible book."—David Schmittlein, John C. Head III Dean, MIT Sloan School of Management

"Improving sales performance with methods and tools is a must. A refreshing change beyond the common focus on back office and operational excellence. This book is fact-based and takes a unique customer perspective. I have no doubt that the practical insights laid out here lead to sales growth."—Michel Crochon, Executive Vice-President, Schneider Electric

"Sales Growth is sales wisdom condensed in a book. I have recommended this book to many of my sales executives who tell me it's helped them look at the sales function with a fresh perspective."—Joydeep Mukherjee, CEO, HR Johnson

"The new edition of Sales Growth sheds lights on

presales, a critically important function in sales management, but one that is often overlooked."mdash;William Hendrickx, former President EMEA, Alcatel Lucent "Sales Growth is an outstanding book, sharing deep insights into the processes embedded in great companies. It is a 'must read' book for any company aspiring to outperform its industry. I have personally worked on the principles the book sets out, and seen them deliver exceptional results."mdash;Vivek Agnihotri, Executive Director CEO, Prism Cement "This book is a must-read for sales executives in emerging markets. The research and practical ideas clearly spell out how to create a global sales strategy with a local edge."mdash;Ricardo Villela Marino, CEO, Itauacute; Latin America; Board Member, Itauacute; Unibanco "The authors' perspectives on the future of sales management are intriguing and thought-provoking. This book is essential reading for senior sales executives."mdash;Sunil Rayan, Director of Sales, Google "If timing is everything, then Sales Growth has it made. We are at an inflection point where massive changes in technology and customer behavior point to growth opportunities. This book provides a critical blueprint for bridging those opportunitiesmdash;both those in the future and right in front of us."mdash;Richard Kellam, Former Chief Customer Officer, MarsFrom the Inside FlapThe challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them and drive consistent sales growth. There are no simple solutions to this situation, but in this thoroughly updated "Second Edition" of "Sales Growth," experts from McKinsey Company build on their practical blueprint for achieving this goal and explore what world-class sales executives are doing right now to find growth and capture it--as well as how they are creating the capabilities to keep growing in the future. Based on discussions with more than 200 of today's most successful global sales leaders from a wide array of organizations and industries, "Sales Growth" puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth. The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward, to turning deep insights into simple messages for the front line. Page by page, you'll learn how sales executives are digging deeper than ever to find untapped growth, maximizing emerging markets opportunities, and powering growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance. Three new chapters look at why presales deserve more attention, how to get the most out of marketing, and how technology and outsourcing could entirely reshape the sales function. Twenty new standalone interviews have been added to those from the first edition, so there are now in-depth insights from sales leaders at Adidas, Alcoa, Allianz, American Express, BMW, Cargill, Caterpillar, Cisco, Coca-Cola Enterprises, Deutsche Bank, EMC, Essent, Google, Grainger, Hewlett Packard Enterprise, Intesa Sanpaolo, Itau Unibanco, Lattice Engines, Mars, Merck, Nissan, PG, Pioneer Hi-Bred, Salesforce, Samsung, Schneider Electric, Siemens, SWIFT, UPS, VimpelCom, Vodafone, and Würth. Their stories, as well as numerous case studies, touch on some of the most essential elements of sales, from adapting channels to meet changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and effectively leading the way to sales growth. Engaging and informative, this timely book details proven approaches to tangible top-line growth and an improved bottom line. Created specifically for sales executives, it will put you in a better position to drive sales growth in today's competitive market.

About the Author  
**THOMAS BAUMGARTNER** is a senior partner in McKinsey Company's Vienna office. He co-leads McKinsey's work on sales and channels globally. Thomas advises clients in industries including high-tech, electronics, transportation, basic materials, telecommunications, and consumer goodsmdash;where he helps them outline and drive large-scale, top-line growth programs. **HOMAYOUN HATAMI** is a senior partner in the Paris office of McKinsey Company. He leads the firm's Marketing Sales Practice in Europe, the Middle East, and Africa. Homayoun has a broad range of experience working with clients around the world to help them drive above-market growth. **MARIA VALDIVIESO** is a director of knowledge in McKinsey Company's Marketing Sales Practice, based in Miami. She advises B2B and consumer companies on driving sales growth and commercial transformations, and leads McKinsey's research on sales and channel excellence.