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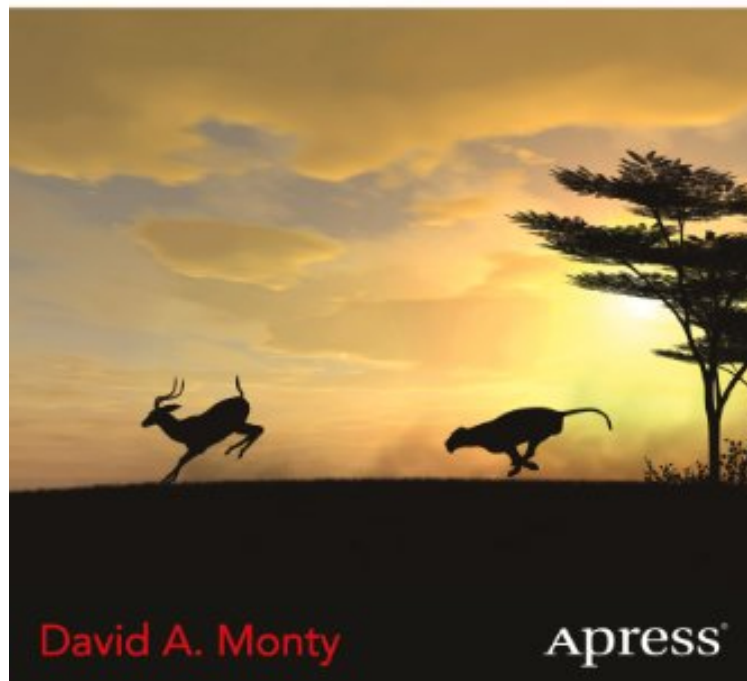
Sales Hunting: How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon

David A. Monty

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SALES HUNTING

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David A. Monty : Sales Hunting: How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Hunting: How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon:

1 of 1 people found the following review helpful. Well worth it!By BPM NYThis was a provocative read, with a lot of

great ideas in it. David's experience in building out territories is evident, and many of his ideas are an interesting counterpoint to other traditional selling books. I also liked the content on effective use of social media and the data sources available today. There were times where the book was a bit redundant, and it could use another proofread, but I would definitely recommend this book to reps or managers of people who need to open up territories for high-tech, enterprise solutions providers. 0 of 0 people found the following review helpful. HUNT WITH TRUST. HUNT WITH PURPOSE By Amberwood I was looking for a book that would help me craft a strategy as I develop some new sales territories. This book by Dave Monty is full of practical, intelligent, experience-based advice that is immediately applicable in the sales environment. I am already adopting and using the system in my new position and setting a culture of customer-centric selling vs. opportunity-based selling for my sales staff. And because I believe Monty writes and operates from a position of honorable intent, this book really resonated with me. Highly Recommended. 1 of 1 people found the following review helpful. An enjoyable, encyclopedic must read for every salesperson at any level. By Roy Schmidt As I first started to read the book, I felt it was very basic. But, as the book went on the concepts became new, and insightful. Some of the ideas were very counter intuitive, but made perfect sense. By building on the basics, Monty gives the reader a comprehensive book from basics to advanced strategies. I think this is a perfect book for any sales person, not just the hunter. It does give the hunter great insight on how to unseat an incumbent vendor, but it is also a great book for the incumbent to learn the hunter play book.

The first year of developing a new sales territory is a daunting task—especially in dog-eat-dog industries. The traditional advice is to train quickly on product, grab a customer list, start calling for appointments, discover opportunities, and close deals. In fact, almost every sales model out there is based on nothing more than "opportunity" management. But jumping straight to opportunity will have new salespeople—or veterans developing new territories—chasing their tails for the first year or two. As Sales Hunting: How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon details, there is a significant problem you must overcome when opening up new accounts and territories. No matter what you are selling, your prospect already has a trusted relationship with an incumbent vendor and will continue to buy from that vendor even when you have the better solution. The playing field is not level—and yours is on the wrong side. So how can you compete to win? "Trust is the grease that makes business sales effortless," writes sales pro and trainer Dave Monty. Opportunity metrics are important, but trust—and a few sharp insider tactics Monty reveals—is the guidepost that leads to success. His sales model therefore incorporates metrics based on trust along with traditional sales measures. That is the fuel that helps you not just turn virgin territory into a consistent revenue generator, but helps you win over potential accounts that now use competitive products. Sales Hunting helps you start establishing trust before you step foot in a prospect's door, and it shows you the tactics necessary to penetrate new accounts. Once you gain access, trust can be used as systematic way to build long-lasting relationships that pay dividends well beyond that first sale you make. Among other things, this book explains: Why most customers don't want to buy from you . . . yet Why trust-based relationships enable you to open up territories and bag the biggest customers quickly How to qualify and rank customers based on traits How to get in step with the customer's buying cycle How to establish trust-based and traditional sales metrics to guide your efforts With advice based on Monty's twenty years of IT sales and sales management experience—along with principles confirmed by academic research—Sales Hunting is an easy-to-read book that is packed with real-life examples and prescriptions for achieving sales success. It will prove a lifesaver for any salesperson or sales manager developing a new territory or trying to penetrate new accounts. What you'll learn Why traditional sales models do not work for new account acquisition. Why long-term sales success is built on developing a trusted relationship with the customer. The best methods for achieving first meetings. The best solutions to lead with. How to qualify customer and opportunities. Where to best spend your time. How to measure and track your success. Who this book is for Salespeople and sales managers opening new territories or trying to penetrate new accounts.

About the Author A veteran of the U.S. Navy, Dave Monty has sold software and hardware solutions for over 20 years. He has been account manager, regional manager, or director of sales for such companies as Cisco, EMC, and Dimension Data. He has also sold products made by Symantec, Hitachi, Sun, VMware, and NetApp. Monty is currently developing territories on the Eastern seaboard for Fusion-io. He lives in North Carolina.