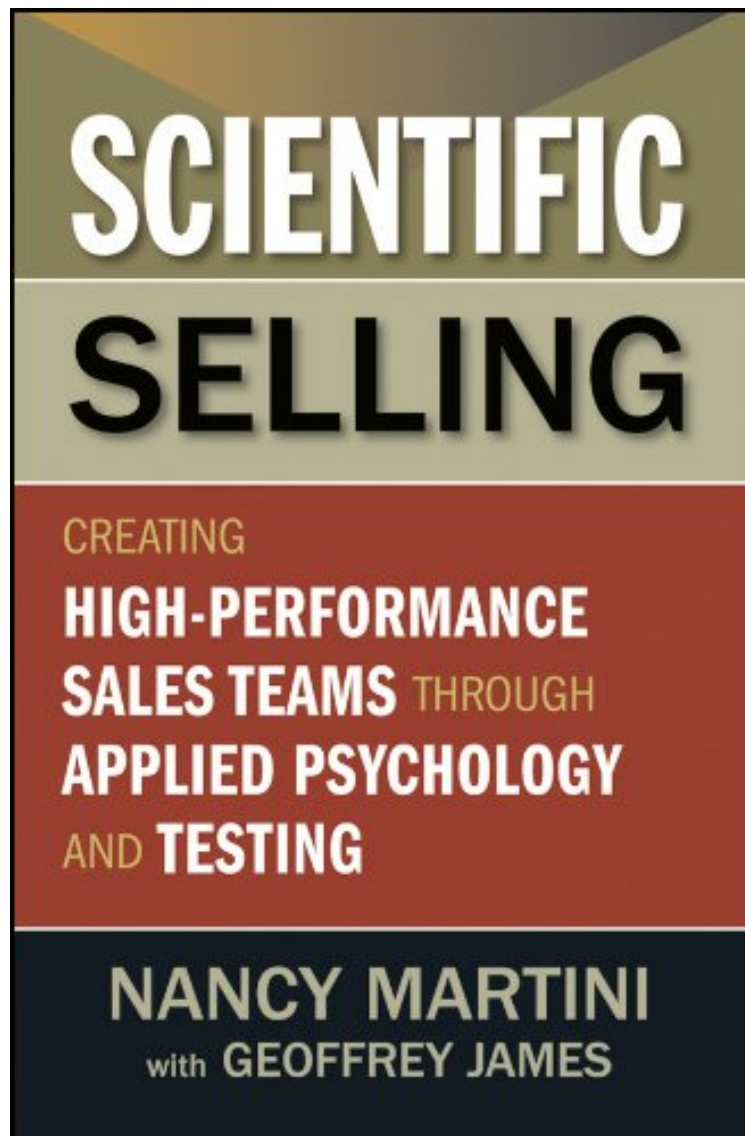


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# Scientific Selling: Creating High Performance Sales Teams through Applied Psychology and Testing

*Nancy Martini*

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**Nancy Martini : Scientific Selling: Creating High Performance Sales Teams through Applied Psychology and Testing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Scientific Selling: Creating High Performance Sales Teams through Applied Psychology and Testing:

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Sales managers have the most difficult job in the business world. They are responsible not just for revenue, but also for the hiring, coaching, training, and deployment of the employees who must generate it. Before the advancements that inspired Scientific Selling, sales managers had few tools to help them succeed at these disparate yet essential tasks. Today, however, the scientific approaches described in this book allow sales managers to more effectively measure, refine, and improve every aspect of the sales environment. Using easily-understood examples, graphics, charts, and explanations, Scientific Selling describes how to: Predictably improve sales results. Attract and retain top sales performers. Sharply decrease employee turnover. Spend sales training dollars more wisely. Better target sales coaching efforts. Move into consultative selling more quickly. And much more. Scientific Selling features over a dozen case studies illustrating exactly how scientific measurement and testing have improved sales performance within different kinds of sales groups inside multiple industries.

From the Inside FlapProducts don't sell themselves. Engineers, marketers, and CEOs don't sell products either. But a skilled sales team does. And when equipped with effective measurement tools to assemble and train a specialized team, a sales force can score huge wins consistently; and present that success to the rest of the company. Scientific Selling shows how statistically valid measurement can improve every element of the sales environment; from management to coaching to training to creating long-term sustainable sales results. Sales organizations that embrace applied psychology and testing become more competitive because they don't waste resources on irrelevant or counterproductive activities. Managers can better assess the reasons behind individual and group performance and predictably improve sales results, while fostering a sales culture that attracts and retains personnel who have the drive and motivation to be successful. Scientific Selling includes more than a dozen specific stories demonstrating how scientific measurement improved overall sales performance through easily understood graphics, charts, and descriptions. It details how those teams were measured and how those metrics changed as the result of better hiring practices and better targeted coaching and sales training. Through powerful, in-depth case studies, Scientific Selling: Describes how the Clark-Mortenson Agency used scientifically proven data-based assessment tools to provide individual sales professionals with a very specific overview to determine their current strengths and areas of growth Examines Meadowbrook Golf's program to "manage for individual success" by using scientific testing and measurement to help its top managers understand what motivated their employees Details how Yankee Candle used scientific measurement to identify the right people to hire, and then used customer case studies and role-playing to focus on leveraging each individual's natural behavior to sell, thereby creating increases of 40 percent in sales revenue for trained individuals And so much more . . . Scientific testing and measurement can leverage current strengths, identify areas for growth, and increase revenue. Chart your company's course through the power of Scientific Selling. From the Back Cover Praise for Scientific Selling "Nancy Martini provides both the art and the science in Scientific Selling. Her extensive background in sales performance and optimum behaviors is beautifully translated into pragmatic, immediately applicable wisdom. She is the Madam Curie of the sales process, but she removes the danger and emphasizes the power of the process." — Alan Weiss, PhD, author of Million Dollar Consulting and The Consulting Bible "This book reminded me of Moneyball and how Billy Beane won more games by introducing science to baseball. This is the most comprehensive book to bring the science of selling to sales leaders who want to win more sales. A superb guide for sales transformation." — Gerhard Gschwandtner, CEO, Selling Power "Packed with information that can be used today, Scientific Selling offers a breath of fresh air and a new view on how to put the science of sales analytics into a practice. An essential read for all sales leaders, this book is a must-read if you're serious about sales growth." — Steve Waterhouse, author of The Team Selling Solution "Don't leave the success of your sales team to chance. Nancy knows the exact science of building high-performance sales teams and lays out everything you need to know in Scientific Selling?" — Sam Silverstein, author of No More Excuses "Scientific Selling gives concrete answers to what's behind actual sales performance. Nancy Martini delivers the goods with this high impact book; no more guessing what makes sales reps successful. The science-based data on behavior and sales skills finally paints a clear picture on how to use analytics to drive sales performance." — Bob Frare, author of Partner Selling "The debate is over. Volumes of research have proven that effective selling in today's hypercompetitive B2B environment is mostly science and very little art. So, now it's time to dive into Scientific Selling and learn the facts: precisely how you can apply science-based process, measurement, assessments, training,

coaching, and management to directly and significantly impact the performance of your sales team. If you're looking for answers, this is a book to be taken very seriously."mdash;Dave Stein, CEO and Founder, ES Research Group, Inc.

**About the Author**  
**NANCY MARTINI** is the President and CEO of PI Worldwide, a privately held international management consulting company. PI Worldwide has forty-five locations around the world, with more than 350 consultants and is active in 144 countries. She is the author of *Customer Focused Selling* and has been interviewed and published regularly in several magazines including *Selling Power*, *Talent*, *Chief Learning Officer*, *Forbes.com*, and *One to One Media*, among others.

**GEOFFREY JAMES** is an award-winning journalist who writes a daily column for *Inc.com* and previously wrote *Sales Machine*, the world's most-visited sales-oriented blog. He's authored hundreds of articles for publications like *Wired* and *SellingPower*, as well as several books, including *How to Say It: Business to Business Selling* and *The Tao of Programming*. Visit: [piworldwide.com](http://piworldwide.com) and [geoffreyjames.com](http://geoffreyjames.com)