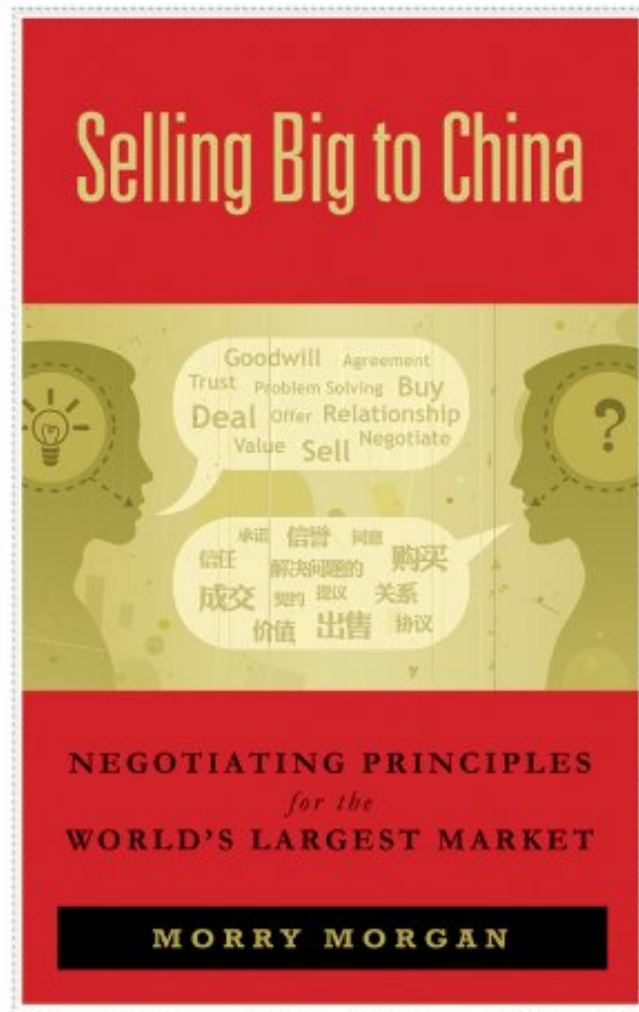


(Library ebook) Selling Big to China: Negotiating Principles for the World's Largest Market

Selling Big to China: Negotiating Principles for the World's Largest Market

Morry Morgan

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Morry Morgan : Selling Big to China: Negotiating Principles for the World's Largest Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Big to China: Negotiating Principles for the World's Largest Market:

0 of 0 people found the following review helpful. I enjoyed reading "Selling Big to China" and read it cover ...By Jeremy Johnson I enjoyed reading "Selling Big to China" and read it cover to cover. I have incorporated some of the tips and methods directly into my organisation. As a sales leader working in Asia, I often find the typical sales books published for a western market don't adapt particularly well for these markets. This book was a real treat. Mr. Morgan

has obviously sold to many different buyers in China and recounts many anecdotes which we can learn from. The strategies he has created are easily practiced and I find myself using them on an ongoing basis. Although the mainland China market may be where the author honed these skills, I found them to be broadly relevant for the other markets in Asia. The author also does a great job of distilling the essence of other well known sales strategy books, presents them clearly to the reader for those unfamiliar, and combines them with his own strategies to tailor them for the Asian market. The sections on funneling and leverage during negotiations were particularly useful. If you don't get a chance to have Morry train your sales team in person, be sure to pick up his book. 0 of 0 people found the following review helpful. Sneak peak into China By Dan Murthy Nicely articulated and gives a sneak peak into China. If you are curious to know about China, this shall definitely help. 1 of 1 people found the following review helpful. Selling Big to achieve big success in the world's largest market By Rachael Mah A fascinating book with plenty of live case studies and strategies to achieve Big Success in the world's largest market ie China:)

This book is a complete sales and negotiating guide for mainland China and includes practical and measurable techniques that have been tested and proven to work with Fortune 500 companies operating in the 'Middle Kingdom'. It is divided into four main areas: The Knowledge The Sales Call The Negotiation The Maintenance The book is the result of my 8 years of training in sales and negotiation skills across mainland China, as well as running a multi-city, multicultural company in the 'World's Most Stressful Country' (according to Newsweek). The book includes a collection of anecdotes from this experience, as well as case studies developed by working closely with leading companies in China. Some of these companies include Rockwell Automation, Microsoft, Thomson, SAP, and NBC. Sales and negotiating is not easy, particularly when done in a country with completely new values and rules of engagement. The purpose of this book is to lay the rules out clearly, and provide the reader with an easy to understand strategy to doing business in mainland China.

Selling Big to China is a valuable read with practical insights about different age groups in China, how they respond to sales tactics and how some age groups compare with their Western counterparts. Morry Morgan's experience in selling and delivering training as a Mandarin speaking foreigner on the ground in Shanghai gives the reader an inside perspective to the challenges facing business in this globally important market. Peter Nixon Author of Negotiation (Mastering Business in Asia) Founder Managing Director, Potential Ltd. This book replaces a whole library of old-fashioned books on selling. Morry Morgan has captured the true essence of selling and serves it to the reader in an attractive presentation and ready to eat on a plate. It's also a very interesting book to read. Dr. Michael Hewitt-Gleeson Author of Newsell and Wombat Selling Principal of the School of Thinking, Melbourne, Australia Much of what he has written applies to sales and negotiation everywhere; his real strength is his ability to demonstrate the application of these principles to the Chinese context and the theory is well supported with real life examples from his own experience working in China. Selling Big to China is a very useful addition to the sales kit of anyone planning to do business in China. Dr. Terence Sheppard Author of The Writing on the Wall Principal Consultant, Sheppard Associates, Adelaide, Australia It's a real masterpiece. It's one of those books that I immediately started marking with a pen and highlighter. We totally changed the way we are structuring our events because of the insights Morry had about engaging individuals in China. Tom Stader Executive Director and Founder, The Library Project Charity, Xi'an, China I took the ClarkMorgan Sales and Negotiations training for HR professionals in December 2008 and have since picked up Morry's book. This book is a testament to the effectiveness of his sales technique and training and how functional it can be. I have quoted the book to all my staff and can sincerely confirm that Needs is the new key word and B2B does not exist. Thank you Morry. Luigi La Tona Membership Manager, the Canadian Chamber of Commerce, Hong Kong I have yet to meet someone with the depth and breadth of real, on-the-ground China experience that Morry has. He has managed to distil more than a decade of this learning into an actionable, enjoyable book from which we can all learn. A valuable reference for anyone doing business in China. Randy Shiozaki Co-Founder and CXO, Spot411 Co-Founder and CEO, Red8 Studios From the Inside Flap It's been 30 years since Deng Xiaoping opened up China to the world and still it remains an enigma. Some of the world's most successful companies have come and gone while others merely maintain a low-key presence. So what is it that makes China so unique and what prevents companies with proven sales and marketing techniques from succeeding in the mainland? In Selling Big to China: Negotiating Principles for the World's Largest Market, China expert Morry Morgan shares proven sales and negotiation techniques for cracking the China market. The author also highlights the most common pitfalls experienced by newcomers to China. At the core of his book is the idea that in order to sell to the Chinese, you need a Chinese sales force. The challenges of managing this sales force should not be underestimated and neither should the cultural differences involved in dealing with China's ambitious Generation Y. Combining practical advice with fascinating insight into the Chinese consumer culture, Morry Morgan's Selling Big to China is an essential tool for any sales person wishing to negotiate this lucrative but potentially treacherous market. From the Back Cover It's been 30 years since Deng Xiaoping opened up China to the world and still it remains an enigma. Some of the world's most successful companies have come and gone while others merely maintain a low-

key presence. So what is it that makes China so unique and what prevents companies with proven sales and marketing techniques from succeeding in the mainland? In *Selling Big to China: Negotiating Principles for the World's Largest Market*, China expert Morry Morgan shares proven sales and negotiation techniques for cracking the China market. The author also highlights the most common pitfalls experienced by newcomers to China. At the core of his book is the idea that in order to sell to the Chinese, you need a Chinese sales force. The challenges of managing this sales force should not be underestimated and neither should the cultural differences involved in dealing with China's ambitious Generation Y. Combining practical advice with fascinating insight into the Chinese consumer culture, Morry Morgan's *Selling Big to China* is an essential tool for any sales person wishing to negotiate this lucrative but potentially treacherous market.