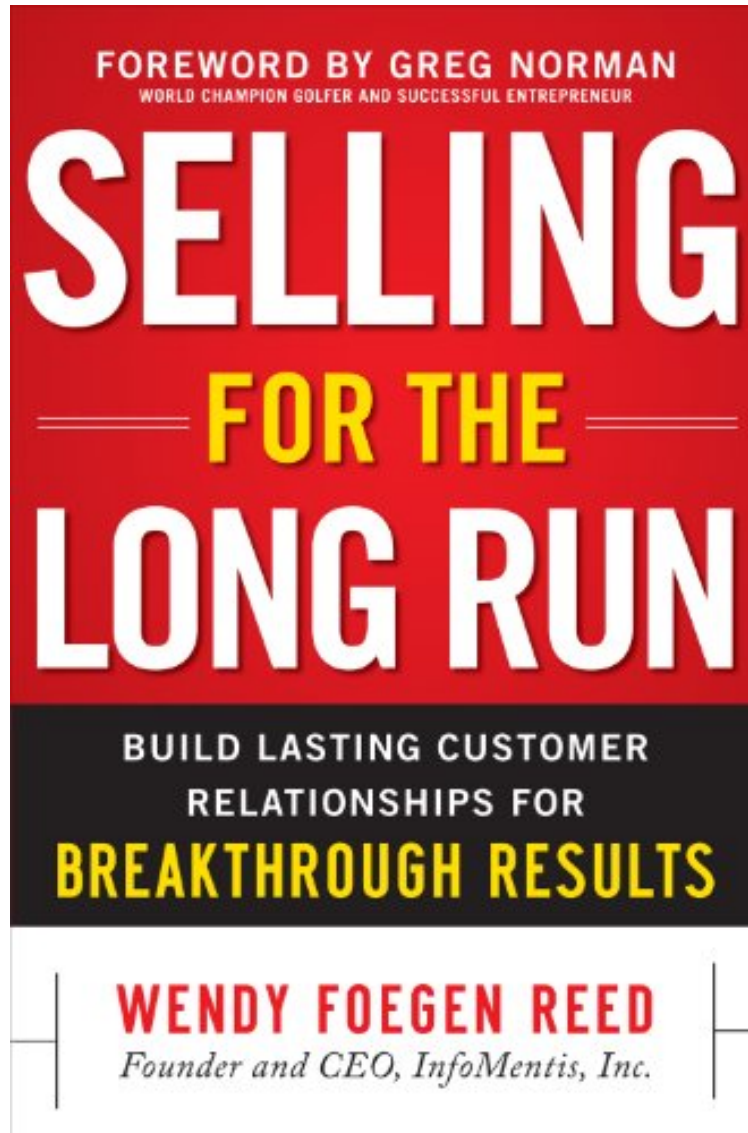


[Free] Selling for the Long Run: Build Lasting Customer Relationships for Breakthrough Results

Selling for the Long Run: Build Lasting Customer Relationships for Breakthrough Results

Wendy Foegen Reed

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Wendy Foegen Reed : Selling for the Long Run: Build Lasting Customer Relationships for Breakthrough Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling for the Long Run: Build Lasting Customer Relationships for Breakthrough Results:

1 of 1 people found the following review helpful. Refreshing look at selling from the BUYER'S point of view!By AsquaredFor those of us who've been in sales for a while, you'd think we'd hardly need another book on the topic. At least, that was my initial thought when I received a copy of this book. Well, I was wrong.This book takes a refreshing

new approach to selling that we all (including people like me who've been involved in sales and consulting for 27 years) could benefit from. So so many salespeople walk into a prospect's office armed with only the "gift of gab", an X step sales process, and some brochures -- and wonder why they either don't get the sale, or take forever to do so. This book by Ms. Reed takes a refreshing viewpoint that sellers should be taking into account HOW THEIR PROSPECTS AND CUSTOMERS ACTUALLY BUY THINGS, and that sellers should align how they do business to the BUYER'S decision making and purchasing processes in order to be most successful. This is part of an integral theme for the book: involving and collaborating with the prospect or customer throughout the sales process, so as to have a better understanding as to how a sale is really proceeding, rather than just guessing about what the buyer is thinking and where they are in their buying process. If you've ever been a sales manager who's had to do sales forecasts each month, you've heard those horrible words -- "sorry, but it looks like the Smith deal won't close this quarter. I don't know what happened. For some reason they decided to go with someone else..." This book provides processes, tools and tips for helping Sales Reps and Managers to increase their Revenues, create more accurate forecasts, and build lasting business relationships with their clients. The book introduces several a couple of really neat concepts called "Collaboration Maps" and "Influence Maps" that are designed to help salespeople to identify and better understand issues and concerns with decision makers within an enterprise, as well as how these decision makers interact within the organization. Overall, the book introduces very valuable Sales Process, Methodology, and Tools that make it a must read for anyone (Sales Executives, Managers and Reps) who's serious about improving their sales abilities. I recommend it highly. 0 of 0 people found the following review helpful. One of the best sales books out there.....By salesguru There are so many books out there on Sales. This one is definitely one of the best I have read over the past couple of years. Many books tell you WHAT you need to do to be a successful B2B salesperson, but few of them tell you HOW - you normally have to attend a training class to find that out. The book contains some great visual tools that help to analyze and interpret what is going on in the customer's organization. From this analysis you can plan an effective sales strategy to win the business. Great airplane reading!! 0 of 0 people found the following review helpful. Mentor in a Book - A Must Read By John M Ryan "GREAT BOOK - A Must Read! I was hooked from the title in the Introduction (you have to check it out - be prepared to both laugh at the humor and groan at the reality!) Wendy, this book is truly the way it is. Talk about a mentor in a book! Whether you've been selling for years or are new, this book has great insights and tips. The writing style really makes the material memorable, and the information is presented in a way that is both practical in its education and creative in the opportunities to execute."

CREATE RELATIONSHIPS THAT LEAD TO REPEAT SALES--FOR THE LONG RUN! "Selling for the Long Run stands head and shoulders above the run-of-the-mill sales books. If you're in the business of selling complex products or solutions, it's a blueprint for business success. Don't just read this book--use its principles and strategies every day, and it will fundamentally improve the results you achieve." -- Donal Daly, CEO, The TAS Group "This book provides a fresh, unique, and contemporary perspective on the well-documented subject of selling in a complex business-to-business world. Wendy Reed gives the reader a contemporary road map for the modern-day, buyer-centric sales philosophy. Read it and learn an approach that most certainly enables sales success." -- Richard E. Eldh, Co-President, SiriusDecisions, Inc. "The fact that buying behavior has changed dramatically is clear to all sales professionals; how to change the way you sell in response is not. Selling for the Long Run offers new insights into how to develop and enrich relationships with clients to not only close more business this year but become the partner of choice going forward as well." -- Jim Dickie, Managing Partner, CSO Insights "Selling for the Long Run provides an easy-to-follow road map to the kind of customer collaboration that can dramatically change the relationship between buyer and seller and lead to deeper, more successful, and enduring partnerships." -- John Golden, CEO, Huthwaite "Until more universities offer degree programs in sales effectiveness, this book is required reading for anyone carrying a quota." -- Peter Ostrow, Research Director, Aberdeen Group, a Harte-Hanks Co. ARE YOU IN A GOOD RELATIONSHIP? Selling for the Long Run provides the key principles for acquiring and maintaining satisfied, repeat-buying customers. How is this achieved? One word: relationships. At first glance, the answer seems simple; but is any relationship simple? Wendy Reed, CEO of the global sales training firm InfoMentis, helps you make the transformation from an average salesperson who simply presents products to a great salesperson who serves as a collaborative partner with the customer. It's the best sales approach for good economic times, and it's the only one that works when times are tough. When the buyer perceives you as an advocate for his or her needs, trust is created--and great things follow. Outlining a strategic plan for building customer focus and collaboration into every stage of the sales cycle, Reed provides an insider's perspective to help you: View the sales process from the customer's point of view Align your offering with the buyer's needs Perform proper due diligence before creating your strategy Gain clearer vision into revenue pipelines and forecasts Deliver on all promises made--both explicit and implicit Selling for the Long Run is a blueprint for reenvisioning and retooling your sales cycle to seize the competitive advantage--and keep it. Like any customer in any industry, your prospective buyer's number-one concern is value--bottom line. In the end, he or she wants to make a purchase from a trustworthy partner--which is why you have to stop looking for that one magical "sales technique" and start building the kind of relationships that generate results. Take your first step

with Selling for the Long Run.

About the Author WENDY REED is founder and CEO of InfoMentis, a training firm representing a global client base including Oracle, HP, LinkedIn, Fiserv, L'Oreal, and PNC. Reed's company has been repeatedly recognized as one of the Top 20 Sales Methodology Training Companies by Training Industry, Inc., and has also been named to Inc.'s list of America's fastest-growing companies. Reed was the 2006 recipient of the Ernst Young Entrepreneur of the Year award for the services industry. Visit InfoMentis at: www.infomentis.com