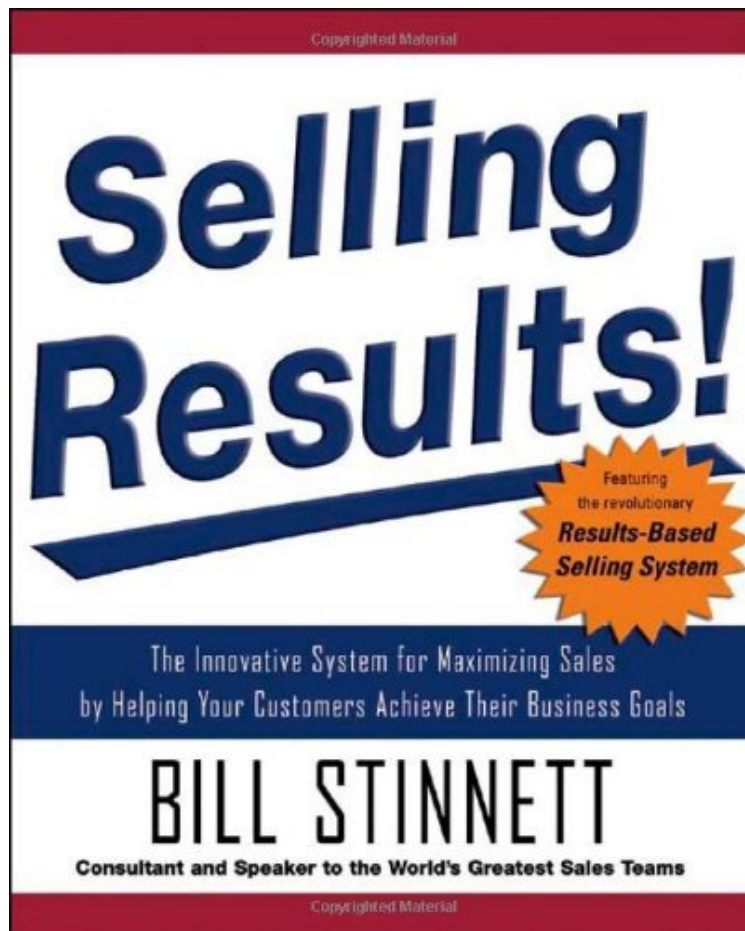


# Selling Results!: The Innovative System for Maximizing Sales by Helping Your Customers Achieve Their Business Goals

Bill Stinnett

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**Bill Stinnett : Selling Results!: The Innovative System for Maximizing Sales by Helping Your Customers Achieve Their Business Goals** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Results!: The Innovative System for Maximizing Sales by Helping Your Customers Achieve Their Business Goals:

0 of 0 people found the following review helpful. Selling with integrityBy J. DraschilDo you think that you hate salespeople? Well, that's because the sales people were not following the system or philosophy found in this book.It teaches you how to be an amazing salesperson, while still loving yourself. Specifically, the whole idea revolves around not pushing your product or service on people, but on helping them (your customers) achieving results and create value. The templates and system are fantastic, and the philosophy is even better. I know I like the book when, while reading it, I think to myself: this rings true in my heart. And in a sales book, of all places!If you are in sales,

marketing, accounts or client management, entrepreneurship, or interested in relationships in general: read this book and figure out how it applies to your situation. I promise it does. 5 of 5 people found the following review helpful. The Best Book on The Complex Sale Process By C R Heath Bill Stinnett's first book, *Think Like a Customer*, was probably the most helpful book for me in my 10 sales career. Not only did it teach me how to sell better to my clients, but also to understand how customers think, how they make decisions, and what drives their behavior. There were pages with sample questions to ask customers that I would memorize thoroughly. As a result, I became a much better problem solver, working as a consultant with the company instead of just selling to them. Stinnett's new book, *Sales Excellence* goes even farther. It's a more complete book, in my opinion, because in addition to going deeper into the buying process, it also goes back to the beginning of the sale, finding the business. Rather than just cold calling contacts to get in (which we all hate), Stinnett explains that we have to start at the top: the executives, the decision makers, etc. Throughout this book, he teaches the reader the ways to get in at the top and find out what state the company is in and what their desired state is. Using your solution (whatever you sell), you can adapt it to show the executive how to get the results and outcomes they desire, not just your product. As Stinnett mentions, once you start being effective at this method of prospecting, you will develop a tremendous amount of confidence in finding new business no matter what territory you are in. In many ways, this book works very well with Anthony Parinello's *Selling to VITO's*, another classic on how to get to the decision maker. The more I read *Selling Results*, the more I understand *Selling to VITO's*, and vice versa. If you want to get confidence selling to big corporations, buy this book! 0 of 0 people found the following review helpful. A must-have handbook By Amir Samakar I'm an MBA student with ten years of experience as a product manager. Before reading this book, I thought selling is a low level job - you go to a customer office, pitch about your product and negotiate on price. But this book, opened a whole new perspective. First of all B2B selling needs a lot of intelligence and research. Second there's a methodology for it. The main idea of the book is that your customers don't care about your products, they care about the benefits that your products bring to them. Therefore before approaching your customers, you must analyze their business and understand their current situation and future goals. Then propose your product as a solution. There's a lot more good ideas in the book. It's going to be one of the few books that I will keep as reference.

“We don't have the luxury of selling the same way we sold five years ago-or even two years ago-and simply doing more of the same... We must continually evolve and rethink how we sell so that we are not just selling more, but selling better every single year.” -From Chapter 1 In *Selling Results!* Bill Stinnett, the bestselling author of *Think Like Your Customer*, takes his innovative sales philosophy to the next level by offering a complete sales system based on the belief that the best way to improve your sales results is to focus on helping your customers achieve their desired business results. Stinnett's revolutionary Results-Based Selling method will help you measure, manage, and maximize your sales results by:

- Increasing Deal Size - Boost the average size of sales transactions and the duration of sales contracts
- Accelerating Sales Velocity - Shorten your own business development process as well as your customer's buying process
- Improving Sales Predictability - Increase your closure rate and the accuracy of sales forecasts

Using Stinnett's original opportunity scorecard, customer results map, results-based negotiation process, and other powerful tools, you'll improve your effectiveness in:

- Creating new sales opportunities
- Determining which deals to invest your time in
- Reaching and selling to senior executives
- Building stronger customer relationships
- Negotiating for maximum profitability
- Closing more opportunities, faster!

*Selling Results!* is packed with practical advice for putting Stinnett's cutting-edge ideas to use, and includes a 16-point implementation checklist for making the Results-Based Selling method work for you. These concepts, strategies, techniques, and tools can be implemented as a complete system, or individually integrated with whatever processes and infrastructure you already have in place.

“This book will teach you how to sell outcomes and results instead of products and services.” -David Booth, Senior Vice President, Hewlett-Packard Company

“This book should be in the arsenal of every salesperson who sells big-ticket solutions to senior executives.” -Joe McGrath, President and CEO, Unisys Corporation

“Stinnett cuts directly to the specific steps salespeople need to take to be more successful. These are the distilled best practices of the selling profession.” -Don Grantham, Executive Vice President, Sun Microsystems, Inc.

“The concepts and materials presented in *Selling Results!* should be adopted by any sales organization that is serious about improving the predictability of their sales results.” -George Fischer, Senior Vice President, CA, Inc. (Computer Associates)

“Bill Stinnett forces you to think beyond just making your number and focus on your strategic plan for maximizing your sales results over the long-term. Outstanding!” -Bill McDermott, President and CEO, SAP Americas

With his bestselling book, *Think Like Your Customer*, author Bill Stinnett established a new paradigm for customer-focused selling. Now, in this groundbreaking new book, Stinnett introduces his Results-Based Selling method-a complete selling system to measure, manage, and make the most of your sales results.

About the Author Bill Stinnett is the founder and president of Sales Excellence, Inc. and the author of the bestselling *Think Like Your Customer*. Bill is a highly sought-after speaker appearing at sales meetings, conferences, conventions, and annual sales kickoffs worldwide for clients such as General Electric,

Microsoft, SAP, Verizon, and IBM.