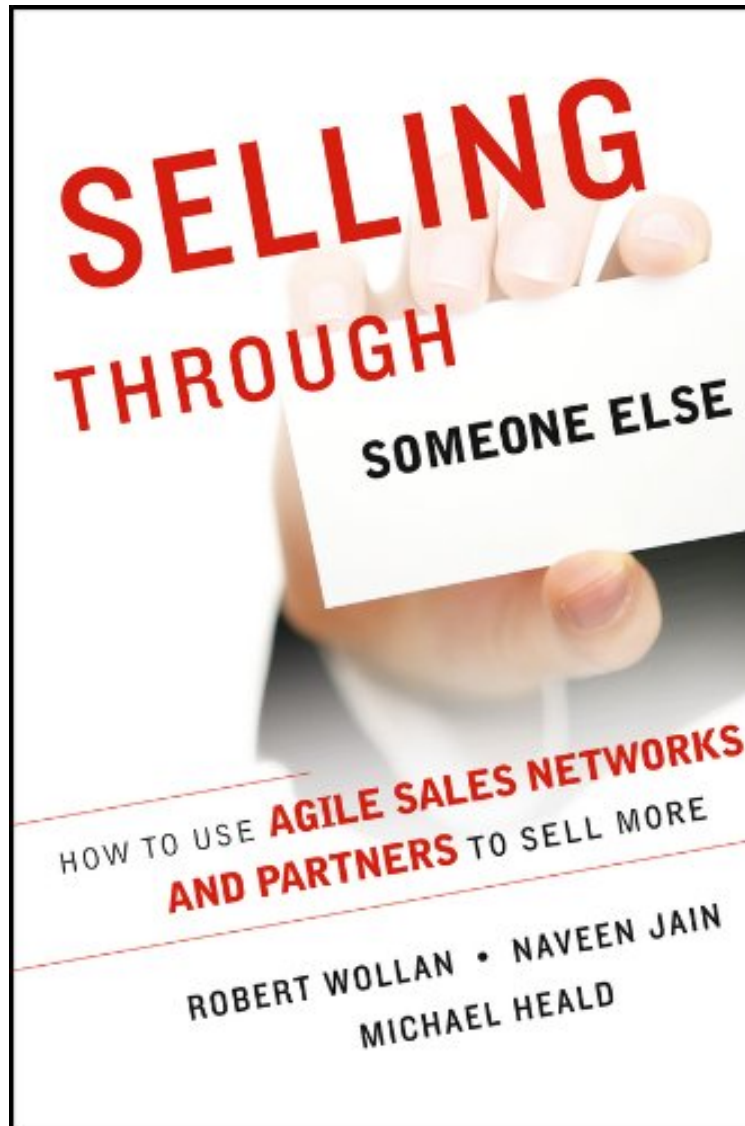


(Free) Selling Through Someone Else: How to Use Agile Sales Networks and Partners to Sell More

Selling Through Someone Else: How to Use Agile Sales Networks and Partners to Sell More

Robert Wollan, Naveen Jain, Michael Heald
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Robert Wollan, Naveen Jain, Michael Heald : Selling Through Someone Else: How to Use Agile Sales Networks and Partners to Sell More before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Through Someone Else: How to Use Agile Sales Networks and Partners to Sell More:

3 of 3 people found the following review helpful. Effective way to growth - having a selling force not just a sales force By Customer Everyone admits current sales processes are broken. Growth is negligible and over 60% of salespeople fail to make quota (CSO Insights). Few authors offer workable solutions. "Selling Through Someone Else"

by Mr. Wollan does offer path to growth and sales success: build a selling force instead of just an internal sales force. Leverage channel partners, network, and find alternative methods of distribution. Most of us do this already but either don't do it well or are able to measure the results. Mr. Wollan offers useful tips and a methodology to amplify those results, what the book refers to as 'Agile Selling.' "Selling Through Someone Else" offers concrete plans and information to create an effective channel for sales beyond a direct sales force. From the strategy needed to the IT tools, this book is a complete reference on building an external selling force. The subjects are extensive: *Positioning* *Lead generation and qualification* *Incentives the drive performance across different segments* *The new needs of IT infrastructure: metrics, tools, and processes

"Selling Through Someone Else" is an excellent book, much needed for those who manage channel sales or should be. 0 of 0 people found the following review helpful. Too Basic For Experienced Sales Veterans By LREach person that reads this is going to find the content to be more or less beneficial depending on their experience in the marketplace. I have been in sales and more recently in marketing for 20+ years. I purchased it looking for new information about selling through distributors and direct sales teams. It is a good book but it was not what I was hoping for only because my expectation was different. 1 of 1 people found the following review helpful. Boring.....By Andrew FowlerReads like a medical procedure book. Couldn't make it past the second chapter.

Experience the growth multiplier effect through transforming the distribution and sales network Selling Through Someone Else tackles new opportunities to drive company growth by taking a fresh look at the customer smart distribution and sales process. The authors, from Accenture, one of the world's largest consulting companies, explain how companies can be smarter about what their customers truly want and maximize the return on investment from all available resources for growth opportunities by exploring creative distribution options, including leveraging partners, online outlets, iPads/tablets, your traditional sales force, and more. Selling Through Someone Else demonstrates that traditional approaches are no longer effective and how, by capitalizing on converging forces, companies can transform their "sales" approaches to grow revenue, and enhance customer and brand loyalty. Explores how globalization, new competitors, and low-cost threats are reshaping the way sales is happening today, and how to prepare your company to be successful in this new dynamic and iterative selling model Shows how analytics, the shift to digital selling and mobile sales tools, and new approaches to sales operations can reshape the entire sales function Demonstrates how new ecosystems of partners are created, managed, and incented to drive greater sales and profitability Accenture has helped numerous clients collaborate across IT, Sales, and Marketing to dramatically grow distribution and adapt to the different "playing field" of today. Selling through Someone Else applies the trends and lessons learned from Fortune 500 and Global 500 companies to mid-sized enterprises and small-medium businesses owners.

From the Inside FlapNot every company can dominate the market by having a highly coveted product. Most companies will rise or fall based on how well they manage their own salespeople and their network of distribution partners. Yet globalization, new competitors, and low-cost threats have rewritten the rules. It's time to take a fresh look at how analytics, the shift to digital selling and mobile sales tools, and new approaches to sales operations are reshaping the entire sales function. Based on the authors' experience at Accenture working with companies all over the world to dramatically transform their selling models, Selling Through Someone Else explains how new ecosystems of partners can be created, managed, and incentivized to drive greater sales and profitability. Learn how to embrace the Agile Selling model, making greater use of all available resources. Companies need to be smarter about what their customers truly want and maximize the return on investment by exploring creative distribution options, including leveraging partners, online outlets, iPads and tablets, your traditional sales force, and more. Using real case studies from four industries that already use the Agile Selling model—consumer goods manufacturing, pharmaceuticals, insurance, and electronics and high tech—Selling Through Someone Else highlights what you can learn from leaders in these industries, including: What the Agile Selling model looks like in practice How to build a better network outside your organization and capitalize on new market opportunities The core capabilities organizations need to bring Agile Selling to life, including lead generation, incentives, pricing, and analytics The core infrastructure needed to sustain relationships with customers, channel partners, and other entities critical to Agile Selling Experience the growth-multiplier effect by transforming your distribution and sales network. Take the lessons learned from the most resilient Fortune 500 and Global 500 companies and apply them to your operation, no matter its size.

From the Back CoverSelling Through Someone Else can help any executive charged with driving growth in his or her organization—whether it be the CEO, Chief Sales Officer, Chief Customer Service Officer, CIO, head of human resources, or maybe all of those as a small- or medium-size business owner. This book provides a fresh look at how to use not only your "sales force" but also your "selling force" to expand revenues and market share. The authors from Accenture, one of the world's largest consulting companies, apply lessons learned from their experience working with Fortune 500 and Global 500 companies. They explain how to get smarter about what your customers truly want and effectively leverage independent partner networks, despite complex distribution channels. Analytics, the shift to digital selling and mobile sales tools, and new approaches to sales operations can reshape the entire sales function. Selling

Through Someone Else shows you how to make your company competitive with this new dynamic and iterative selling model—starting today.

About the Author
ROBERT WOLLAN is the Global Managing Director of Accenture's Management Consulting Customer Relationship Management practice. He leads a global team of professionals skilled in customer-centric marketing, sales, service, and customer operations, and drives major growth areas across the industries Accenture serves globally. Robert holds seven patents for innovations in customer relationship management. He coauthored *The Social Media Management Handbook*, a practical guide to implementing key social media strategies and achieving business goals.

NAVEEN JAINIS is the Managing Director of Accenture's Management Consulting CRM Sales Transformation practice. His teams help increase sales organization productivity and effectiveness and provide strategic insights, functional expertise, and global implementation skills to help clients maximize profitability by transforming customer relationships across all of the industries Accenture serves globally.

MICHAEL HEALD is the Managing Director of Accenture's Communications, Media, and Technology Sector, Management Consulting West practice. His teams focus on the unique and dynamic needs of communications, media, and technology companies, including how to deliver greater results from sales forces and sales channel partners. Formerly holding executive positions in the industry, he brings personal experience in both change and operations.