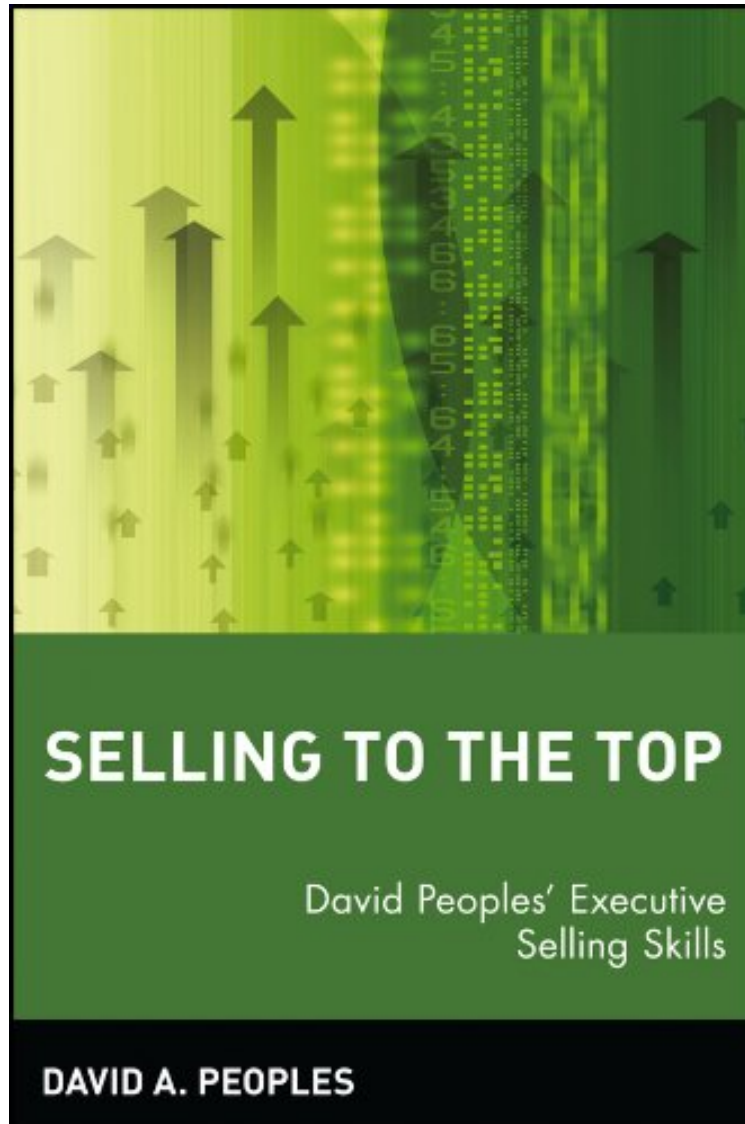


Selling to the Top: David Peoples' Executive Selling Skills

David A. Peoples

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0 of 0 people found the following review helpful. A Great Way to Remind Yourself that If You Want to Succeed, You Need to Understand Your Customer By Mike Harris This book is not a heavy reading. In fact, its beauty is in its simplicity and its organization. Having read various books by Brian Tracy, this is a refreshingly simple, less wordy approach. The book has a number of diagrams and illustrations to visually express what you have just read and this serves as extra reinforcement. In fact, simply analyzing his diagrams encourages a deeper understanding of the idea. In

terms of concepts, it is a pretty straight forward, understand your customers needs and wants and be sure to empathize, and know your market and value approach. It provides character profiles and best practices to adjust your personality to match that profile and offers a few basic questions to ask to sound more like a consultant and less like peddler. The book is written in what feels like a 6th grade text book with pictures but don't mistake the simplicity in presentation for lack of quality information. If you are looking for a wordy book with lots of high level, in depth ideas I'd recommend Advanced Selling Strategies by Brian Tracy. If, however, you want a summary of a book like that with enough details to be thorough and an excellent number of infographics to tape on your desk as reminders of "how-tos" and "what do consider" then this is a great resource. Don't expect any book to have a magic pill. Selling is ultimately a very interpersonal process that requires you to know yourself, your product, your customer, and your market. This book will remind you how to do just that. You can read it in a day and remember it for a lifetime. 0 of 0 people found the following review helpful. a cable to earth By Golivari2012 Good advice, practical learning. Awesome book to growth in sales and as a person. Recommended to anyone who needs to improve skills in sales. 0 of 0 people found the following review helpful. Five Stars By Dean N. Good book. Thank you!

David Peoples reveals how you can reach the decision makers at the top and clinch the sale. It's tougher than ever to win over today's customers, but it helps to have David Peoples on your side. This internationally known author, speaker, and sales trainer has already trained over 8,000 IBM salespeople in his highly successful sales program. He gives you proven strategies for getting your foot in the top executive's door, building a relationship, and making the sale. In *Selling to the Top*, he tells you: * How to quickly identify the decision makers * How to figure out who is the Dominant Influencer (DI) * How to meet Mr./Ms. Big (it's much easier than you think) * How to size up Mr./Ms. Big before you've met * How to develop a detailed plan for calling on executives and how to talk their language by knowing their goals * Everything you'll need to know about the art of persuasion, including how to win, three things that are necessary to persuade another person, how to build trust, and the five most powerful buying motives * How to differentiate yourself from your competitor

From the Inside Flap *Selling to the Top* "If there's not much difference between your product or service and that of your competition, then there had better be a big difference in the way you deal with people." —David Peoples David Peoples, who created IBM's highly successful executive sales program tells you what skills you need both to reach and sell to top executives while establishing an ongoing relationship with them. He tells you how to become your client's business partner—and less of a "peddler." You'll find out how to build long-term working relationships and how to become a valued consultant to your clients. Best of all, you'll find out how to do what your competitor does not do. *Selling to the Top* was written for salespeople, sales managers, consultants, CPAs, attorneys, bankers, and other professionals who market any type of service to top decision makers. You'll find a wealth of useful tips on how to conduct the necessary up-front research and develop a continuing relationship with top management. Using Peoples' "Critical Success Factors," you'll find out how to identify in advance your client's areas of interest and tailor your sales call accordingly. This book contains over 100 illustrations, checklists, and worksheets such as a matrix of the different types of salespeople and their characteristics, the hierarchy of business concerns of Corporate America, a form to help you predict the behavior of an executive you have never met, and an Executive Planning Guide that contains a breakthrough strategy that really works. Drawn from his popular IBM sales training program as well as his considerable experience in direct sales and sales management, David Peoples shares all of his secrets on how to successfully sell a product or service to decision makers at the top. Based on real sales experience at the highest level, David Peoples' advice can increase sales well beyond any expectation. This book is must reading for everyone whose products or services involve big money, multiple decision makers, long sales cycles, and top management approval. From the Back Cover David Peoples reveals how you can reach the decision makers at the top and clinch the sale. It's tougher than ever to win over today's customers, but it helps to have David Peoples on your side. This internationally known author, speaker, and sales trainer has already trained over 8,000 IBM salespeople in his highly successful sales program. He gives you proven strategies for getting your foot in the top executive's door, building a relationship, and making the sale. In *Selling to the Top*, he tells you: How to quickly identify the decision makers How to figure out who is the Dominant Influencer (DI) How to meet Mr./Ms. Big (it's much easier than you think) How to size up Mr./Ms. Big before you've met How to develop a detailed plan for calling on executives and how to talk their language by knowing their goals Everything you'll need to know about the art of persuasion, including how to win, three things that are necessary to persuade another person, how to build trust, and the five most powerful buying motives How to differentiate yourself from your competitor About the Author DAVID A. PEOPLES is an internationally known author and speaker on the subject of presenting, persuading, and winning. As IBM's first consulting instructor, he trained over 8,000 IBM salespeople. He is also the author of the bestselling books *Supercharge Your Selling: 60 Tips in 60 Minutes* and *Presentations Plus*, winner of the Maventec Award.