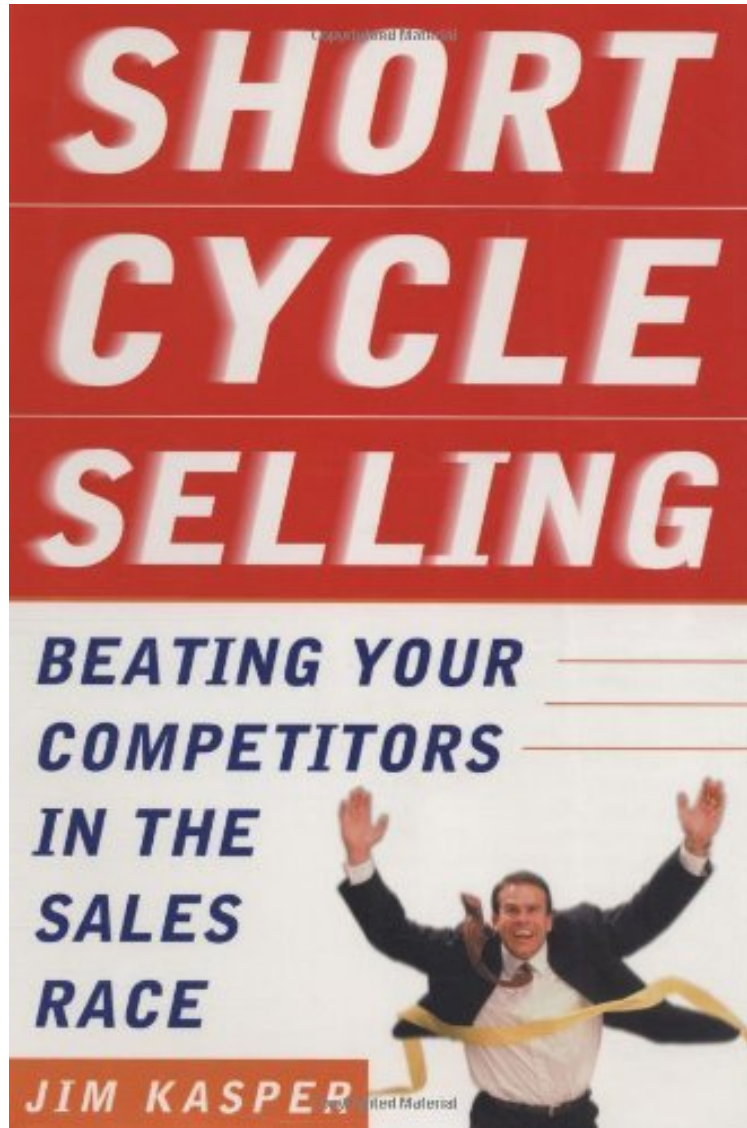


[FREE] Short Cycle Selling: Beating Your Competitors in the Sales Race

## Short Cycle Selling: Beating Your Competitors in the Sales Race

*Jim Kasper*

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**Jim Kasper : Short Cycle Selling: Beating Your Competitors in the Sales Race** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Short Cycle Selling: Beating Your Competitors in the Sales Race:

1 of 2 people found the following review helpful. Buy One Sales Book and Stick to the Plan By David G Rathbun On a rolling sea of sales self help books Mr. Kasper sails a true course for success. Every other quick-fix, programmatic, book-based, step-by-step approach to selling is weak and at best enjoy a limited shelf life. If find that customers today are sophisticated enough to know when they are receiving a canned approach and are better prepared than ever to resist the most common methods. Mr. Kasper offers a grown-up approach. Inside this book you will not find a quick fix. You

will find the universal and timeless keys to unlocking sales - sooner. This book works for any professional sales person selling any product or service. Easy to read without talking down to the audience - and perfect for novices to career sales professionals. This is one to keep handy - for reinforcing Mr. Kasper's clearly defined and detailed message or for just in time reminders about how customers buy and how effective sales people get more business sooner. 0 of 0 people found the following review helpful. Don't Bother By Customer Other than the time tested process of talking to your existing customers, asking for the sale and going back 7-12 times this book was of little help. I found it to be repetitive and anecdotal and I wound up skimming most of it. It is just too old. 2 of 3 people found the following review helpful. Must read for large account selling and closing large deals By Customer While there are hundreds of sales books only a handful deal with large accounts or the process of longer, more involved sales. Reducing the time it takes to get business and controlling the process instead of launching a proposal over the wall and then praying for a phone call is what this book is all about. May be the most important book on sales in a long time. A must read for anyone who sells to corporations, hospitals, or other sales that can't be closed in one meeting. This isn't a book about someone else's success or entertaining stories. The book explains a way of thinking and a process to control the sale in order to make more of them in a shorter period of time.

The first book on short cycle selling; shy; shy; the fast-track route to a higher closing ratio Sales professionals today waste untold hours worrying about identifying, tracking, and timing their sales cycles. In *Short Cycle Selling*, author Jim Kasper trains his sights on the only important concept and goal in sales cycles; shy; shy; shortening them. He walks professionals point-by-point through the series of steps that constitute the sales cycles; shy; shy; from identifying prospects to negotiating and closing; shy; shy; and at each step shows how to streamline the process. *Short Cycle Selling* is the first book to deal specifically with proven techniques that condense the time from prospecting to closing, while taking advantage of today's most innovative concepts in selling skills and E-technology. Packed with case studies and actual examples of short cycle selling success; shy; shy; and techniques that were field tested on clients from Amoco and Pentax to Wells Fargo Bank; shy; shy; this hands-on book reveals how to: Land more accounts Achieve greater sales volumes Generate greater sales income and satisfaction

From the Back Cover Strategies to Shorten--and Take Charge of--Each Stage in the Sales Process As a time-pressed sales professional, do you waste untold hours trying to identify, track, and time your sales cycles? *Short Cycle Selling* shows you how to reclaim those lost hours and dramatically improve your results by focusing on the only meaningful goal you should have for any stage in the sales cycle--to shorten it! The first book to present techniques proven in the heat of battle to measurably reduce the time spent from prospecting to close, *Short Cycle Selling* combines today's most powerful one-to-one selling and e-technology breakthroughs into one dynamic package. Use its proactive guidelines and techniques to: Land more accounts Make faster closings Hit higher sales targets Achieve greater sales volume Generate greater income Each month, articles in top industry publications from *Selling Power* to *Sales and Marketing Management* preach the profit-making benefits of short cycle selling. But only *Short Cycle Selling* provides the in-depth coverage you need to understand, direct, and shorten each step in the sales cycle--and make yourself a year-in, year-out top-five-percenter in production, performance, and personal income! "Officers of Fortune 500 companies know that in today's competitive global markets, the sales cycle cannot afford to be prolonged. They have the foresight to know that tomorrow's sales cycles must be even shorter. The sales race winners of tomorrow will be the Short Cycle sellers..."--From Jim Kasper's *Short Cycle Selling* Top-level sales is a relentlessly competitive, dog-eat-dog world in which you'll find no awards for second place. *Short Cycle Selling* shows you how to get to the finish line first--and fastest--by eliminating aimless, undisciplined routines, applying time-based competitive concepts to your sales function, and focusing your every action on quickly achieving a successful close. Leading sales trainer Jim Kasper walks you point-by-point through the series of distinct steps that constitute the typical sales cycle, from identifying prospects to closing to generating referrals, and gives you the techniques and strategies you need to streamline and shorten the time spent on each. Quickly getting the prospect's attention ... Letting customers tell you what to tell them ... Basing proposals on the buyer's behavior ... Disarming stallers ... Locking in an airtight close ... *Short Cycle Selling* shows you how to handle each step in less time--and with greater impact--than your competition. Look to this hands-on book for: Compression Concepts--Proven results-based practices guaranteed to shorten each step in the process A.R.E.B.A.--5 steps toward setting that first appointment with the fewest possible telephone calls Sales Race Rules--25 concise, memorable rules for consistently shortening each sales cycle S.A.F.E. Closing--How to first become comfortable asking for the close--then ask for it from every customer, without exception Actual Case Studies--Sales pros from Farmer's Insurance, Kraft Foods, and other leading firms reveal their cycle-shortening secrets Too many customers are allowed to control the sales process when, in truth, customers expect the salesperson to dictate the course of action. Let *Short Cycle Selling* provide you with a proven template for regaining control of each sale by controlling the time you spend on each sale, and quickly getting your customer's signature on the bottom line--before your competitors have even finished their morning coffee. About the Author Jim Kasper is president and founder of the sales development company Interactive Resource Group. He has field tested and taught short cycle selling to corporate

clients from Amoco and Pentax to Rubbermaid, Chase Manhattan Mortgage, and Wells Fargo. An assistant professor of marketing at Regis University, Kasper writes the international newsletter SalesCall along with several private-label newsletters.