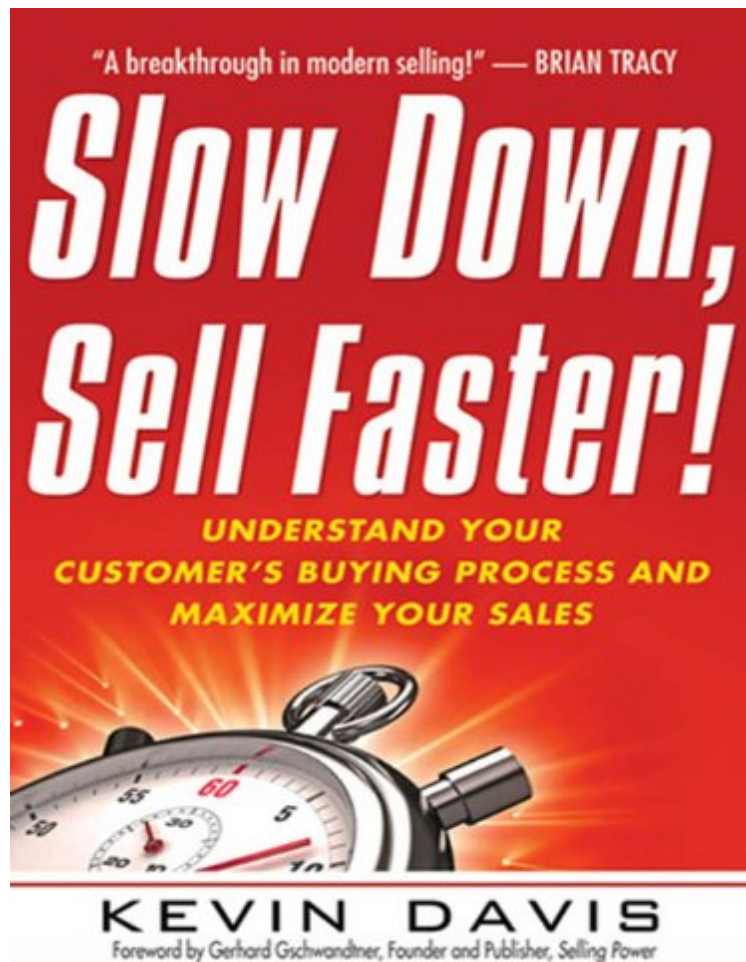


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Slow Down, Sell Faster!: Understand Your Customer's Buying Process and Maximize Your Sales

Kevin Davis

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Kevin Davis : Slow Down, Sell Faster!: Understand Your Customer's Buying Process and Maximize Your Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised Slow Down, Sell Faster!: Understand Your Customer's Buying Process and Maximize Your Sales:

0 of 0 people found the following review helpful. If you were to read one business book this year, make it Kevin Davis' "Slow Down, Sell Faster"! You'll be glad you did!By David RoacheAs a consultant working to help build world-class sales organizations, I've collected dozens of sales how-to-books over the years.What I find refreshing and inspiring about Kevin Davis' "Slow Down, Sell Faster" is the author's unique approach to winning more sales. "Buying is where selling should start," Kevin says. Boy, does this ring true for me!This is an outstanding platform for sales efficiency, a "measure twice, cut once" approach. Kevin outlines the buying process, and maps it with the role you need to play to be effective in moving the customer along the buying continuum.Building on 30 years of experience

and his earlier book "Getting Into Your Customer's Head," Kevin presents a compelling case for avoiding the premature pitch, and for NOT rushing to close the sale. He helps you really understand where the customer is in their own buying process. Once you do, Kevin shows you how to tailor your approach to meet your customer's needs at this and every succeeding stage. The book is chock full of useful advice on gaining customer knowledge, and how to listen, prepare, ask the right questions and build relationships. Kevin provides entertaining examples and anecdotes along the way. I found the chapter on the Complex Buying Team particularly useful for enterprise selling, where many decision makers are involved. The Sales Manager's chapter is also an invaluable coaching guide to help sales teams master the buying process to win more sales. The book is easy to read and easy to put into practice. If you were to read one business book this year, make it Kevin Davis' "Slow Down, Sell Faster"! Your company and your banker will be glad you did! Slow Down, Sell Faster!: Understand Your Customer's Buying Process and Maximize Your Sales

0 of 0 people found the following review helpful. For Anyone Who Really Wants to Be Client-Focused By Phil Bernstein We all claim to be "client focused" in our sales. This book can help us get there. This is one of the rare sales books that has actually given me a new perspective on the process of selling. The author's contention is that we spend so much time focusing on our needs and our timetable that we forget what's important to the client. He sums it up this way: "Every sales leader wants fast sales; the trouble is, there aren't many fast buyers... They are unlikely to change their buying process to match your selling process, so your only option is to be the one who switches." In particular, two items caught my attention and have stuck with me: 1. His advice to "ask yourself before each sales call or meeting... what specific action do I want my prospect to agree to take at the end of this meeting?" Davis advises that you should "request some form of action from your customer - such as another meeting or phone call - at the end of every contact you make and especially the end of your sales presentation... Don't ever leave one appointment without scheduling another." Too often, presentations conclude with some vague agreement to revisit the idea at some undetermined point in the future. 2. Davis also points out that in sales involving multiple decision-makers, they may not all be operating on the same schedule and with the same sense of urgency. This was an eye-opener for me. The author runs a sales training and consultancy firm, and undoubtedly hopes that some who read his book are compelled to contact him and hire his company. Some will, and they are likely to benefit. But this is a case where there is plenty of good, actionable information within the pages of the book itself. 1 of 1 people found the following review helpful. The Honorable Profession of Selling: Helping Your Prospects Learn to Buy By William C. Zeeb Davis possesses a rare level of selling experience which he brings to life with numerous stories, checklists and examples. If you sell products or services which COULD provide more value to the buyer through partnering with a knowledgeable and hard-working salesperson, this book will show you HOW. Especially for selling situations which require extensive explanations between the seller and the buyer, this book is the best I have encountered. (24 books on selling and counting) Building upon his earlier 1996 work "Getting Into Your Customer's Head" this work contains relevant new materials on selling to multiple decision makers, winning the complex sale, as well as coaching others for success. In his book Outliers, Malcolm Gladwell describes how the Beatles, Chess Great Bobby Fischer and Bill Gates all reached their extraordinarily high levels of success. In each case, completing over 10,000 hours of practice at one discipline was a key factor. Davis is the 10,000 hours guy in professional selling. His humble focus on the buyer makes his book refreshingly different and keeps me coming back to his unique perspective and wheel describing the Customer Buying Process. (1. Change, 2. Discontent, 3. Research, 4. Comparison, 5. Fear, 6. Commitment, 7. Expectations, 8. Satisfaction) One can compare the Selling Roles Davis has created and checklists to Toyota's standardized work: document the process steps and provide others the benefit of the experience of an expert "who has gone there before." If you seek to sell more while helping your clients succeed even more, this book offers a clear, easy to follow model which has helped our team consistently to demonstrate value and gain our largest clients. But only if you act fast to apply the lessons!

The biggest mistake you're making in your sales career right now is equating a faster pitch with a faster close. Believe it or not, you will actually experience greater success if you slow down. Slow Down, Sell Faster! shows you how to stop jumping the gun and work with your customers to identify and quantify their real needs, so by the time you begin your pitch in earnest, you're already halfway home. Featuring a simple yet powerful eight-step process and practical, repeatable techniques, Slow Down, Sell Faster! is packed with examples from the author's extensive experience, plus research on customer buying processes—rather than traditional selling processes. This buyer-focused approach to selling extends to proposals and presentations, loyalty and retention, and, of course, cultivating more business. Each step in the book corresponds to a role you should adopt to meet a customer's needs at each stage of the buying process. There are two sides to every sale. In today's extra-challenging business climate, understanding the buying process is where professional selling should start.

"Pick this one up, read it, study it, think about it and read it again. It will be worth it." -- PCB007.com
"...must read for anyone selling big ticket products particularly in a B2B environment." -- CEO Blog "...provides much needed perspective change on the whole selling process; great resources, first hand examples, and lots of

techniques."--Suite 101 Sales/Marketing Careers "hellip;compiling all these techniques into one, easy-to-understand manualhellip;gives a salesperson the upper hand in approaching nearly every sales challenge." ndash; BlogonBooks "I have no hesitation in recommending this as a standard and well-thumbed text on any sales manager's bookshelf, as well as a practical 'how to' volume for sales people." --Changingminds.org "...highly recommend this revolutionary and must-read book...to any sales manager, salesperson, or any organization serious about developing an effective and customer focused sales process."-BlogBusinessWorld ldquo;...how to best navigate the piranha-infested swamp that is your prospect's internal corporate politics.rdquo; ndash; About.com/Sales ldquo;hellip;serves up his theory in a volume packed with sales wisdomhellip;book might very well make sales managers take a breath and rethink their priorities.rdquo; ndash;ForeWord s From the Back Cover ldquo;This is a great book, a breakthrough in modern selling! Kevin shows you how to make more sales, easier, and with greater certainty than ever before.rdquo; mdash; Brian Tracy, author of The Psychology of Selling ldquo;The Chally Group Worldwide has interviewed over 80,000 business-to-business customers and found they are most loyal to salespeople who understand their buying needs and buying processes. Slow Down, Sell Faster! shows you how to become one of those salespeople mdash;a world-class sales professional.rdquo; mdash; Howard Stevens, Chairman and CEO, The Chally Group, Worldwide Faster sales pitches won't lead to faster sales. The key to speeding up the sales process is to actually slow down and get in sync with your customer's buying process. Customers don't care about your selling process. They're moving through their own buying process, a set of predictable steps that doesn't match how most salespeople sell. With the highly effective techniques in Slow Down, Sell Faster!, you'll learn how to help your customers through each step of their buying process faster, and with the odds shifted in your favor. Sales guru Kevin Davis has taught thousands of salespeople at a veritable ldquo;whor's whordquo; of Fortune 500 companies. His eight-step method unleashes the power of slowing down each sales conversation, asking more questions, identifying needs, and supplying solutionsmdash;in the right sequence, with the right approaches. It's an especially effective formula for high-stakes sales involving multiple decision-makers that delivers big rewards. You'll learn how to: bull; match your sales behaviors to your customer's needs at every step of the buying process bull; get more appointmentsmdash;especially at the C-levelmdash;by using a problem-focused approach bull; combat your most lethal competitor: customer complacency bull; use probing questions to diagnose small problems that can point to bigger needs bull; master the complicated politics of complex sales bull; overcome common selling dilemmas, such as customers who go silent at the eleventh hour bull; and more. You already know how to sell. It's time to learn how people buymdash;to slow down so you can sell faster! ldquo;As the provider of choice for our customer's business technology needs it is imperative that we have a sales process focused on the customer buying cycle. Years ago, we selected Kevin Davis's sales model. We've used the flexibility of the program to train the majority of our sales force on this powerful consultative selling methodology. We've measured outstanding results.rdquo; - Dan Cooper, Executive VP, Field Operations, Xerox, Global Imaging Systems ldquo;The need to be more buyer-focused is clear to most all Chief Sales Officers; how to do it is not. In Slow Down, Sell Faster! Kevin Davis offers a concise roadmap for how to stop paying lip service to this concept and make it a reality for sales reps and their managers.rdquo; - Jim Dickie, Managing Partner, CSO Insights ldquo;Salespeople involved in today's high value, complex sale will find that Kevin Davis' book provides exactly what they need to know to close the deal. This book provides solid, practical advice that professional salespeople can immediately use and apply.rdquo; - Stephen J. Bistriz, Ed.D., President and Founder, SellXL.com; Co-author, Selling to the C-Suite Kevin Davis is president of TopLine Leadership, Inc., a leading sales and sales management training company serving clients from diverse sectors. He has 30+ years of experience as a salesperson, sales manager, sales trainer, and consultant. His 1996 book, Getting into Your Customer's Head, helped redefine how salespeople approach selling. Contact Kevin at www.toplineleadership.com About the Author KEVIN DAVIS is president of TopLine Leadership, a sales and sales management training company. His revolutionary eight-step process is used at Citigroup, ADP, Bayer, Sprint-Nextel, IKON Office Solutions, Global Imaging Systems (a XEROX company), and dozens of other Fortune 500 companies.