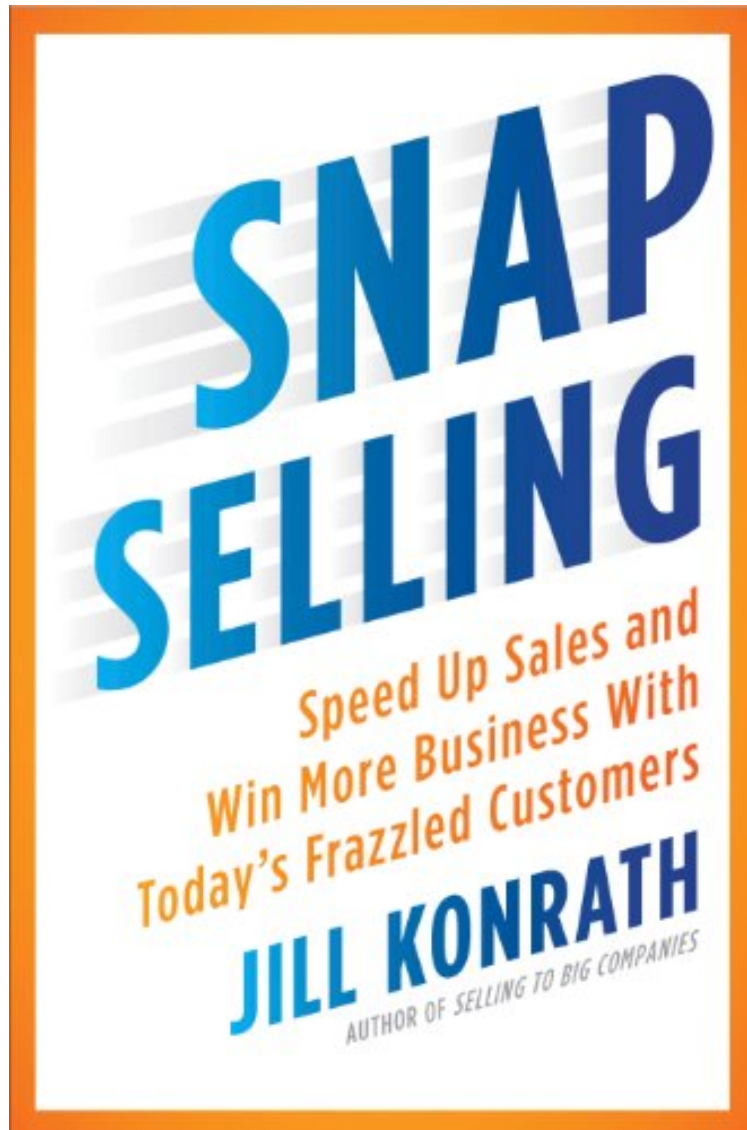


SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers

Jill Konrath

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Jill Konrath : SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers:

20 of 21 people found the following review helpful. "How To Sell" Guide for Large Accounts in a Frenetic Environment...4.5*By D. KaniganThe timing of this book couldn't be better. Yes, our customers are "crazy-busy" and are "frazzled" and are "not waiting for our calls" and are "deluged with information and choices." Yes, it does take a

different selling approach today than what was effective in a less frenetic environment. Kornath explains in considerable detail how today's customer thinks and acts and she outlines the selling process to capture this customer. Her process is based on SNAP, an acronym for "SIMPLE" (eliminate complexity and effort for your client in their decision making process), "iNvaluable" (the value you personally bring to the relationship in world which lacks differentiation and value), "ALIGNED" (staying relevant to your customer at all times - they don't have time for anything else) and "PRIORITY" (in an ever-changing business environment, you can't afford to have your prospect deem your services non-urgent). She also details a 3 step Decision-making process for each client from 1st Decision (Allow Access) to 2nd Decision (Initiate Change) to 3rd Decision (Select Resources). My assessment of the book is summarized as follows: 1) The book is well written in a conversational voice. It is well organized, succinct and supported with solid examples. 2) Very much appreciated that strategies didn't include buyer manipulation, tricks, gimmicks, jams or pitches. She demonstrates how to differentiate yourself and your product in a crowded market. 3) Book places you squarely in the mind of the buyer and the buyer's perspective. Kornath outlines a step by step process to improve your closing ratio and shorten selling cycle time. 4) I didn't find this book to be a page turner. It's not a book that can be powered through in a day or two - it's meant to be read, digested and then back to the plow horse. It is more of a "How To" Sell book than an engaging story telling experience. That being said, this will be a reference book that will reside firmly on my shelf. 5) The book is written for the reader interested in B2B sales at/to larger companies larger accounts - with more complex sales - providing multiple selling opportunities - with longer cycle sales - as opposed to selling to individuals with shorter cycle decision times (although many of the concepts apply). 6) Book is more applicable for salespeople at larger established companies vs those at smaller companies or start-ups. A few of my favorite excerpts: "CSO Insights shows that 53% of sales organizations report that less than half of their first meetings resulted in a second meeting...What was the biggest difference between companies that did well versus those that struggled? Easy access to insights and knowledge about their prospects' company, marketplace, competitor and even decision makers...in short, you must prepare for these initial meetings...winging it doesn't work. Until you understand this in your bones, you'll have a tough time in sales." "Enrolling is not about forcing, cajoling, tricking, bargaining, pressuring or guilt tripping someone into doing things your way...enrollment is the art and practice of generating a spark of possibility for others to share...people who are 'enrolled' want to get involved. They believe it's worth it, that a positive result - perhaps one they'd never even thought of before - is possible." "Deliver a killer presentation that tells the story of how their lives will be better when they use your solution...back it up with stats and similar client examples. Make sure you eliminate the unnecessary; get rid of bullets and get rid of words. Use images to relay your ideas....that's what it takes to engage people and get their conceptual buy-in. Get them excited. Remove the drudge and toil factors. When you can do that, they care - and you really need that if you're going to do business with their organization." 0 of 0 people found the following review helpful. Great read! Best sales book i've read to date. By James Slack I've had and read a bunch of sales books... this is by far the best. This was a recommendation and have thoroughly enjoyed the content. It paired up quite nice with some internal trainings we went through and really does a great job discussing new age sales techniques. 2 of 2 people found the following review helpful. A must read for sales and marketing professionals -- OUTSTANDING By Denise's Reviews Snap Selling stands out from the crowd of sales books and methodologies as the most sensible, and customer-focused, method for sales success. It should be mandatory reading for every sales and marketing professional and for all MBA programs. I'm shocked by how many salespeople and executives think the way to generate revenue is to blather on about their company, show a bunch of boring slides and pester their prospects with calls and emails that add no value and ramble on about all the features and benefits. The premise of Jill's book is that people are busy, and you'd better add value at every interaction if you want to be part of a selection process. For salespeople, this is a major departure on how they work. They can't cold call and fish around for pain -- they'll have to prepare and add value. For marketers, they'll have to understand buyer personas and produce crisp, value-added content that is not focused on the product. Do the work, and everyone wins.

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: -Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo. -Be iNvaluable: You have to stand out by being the person your customers can't live without. -Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. -Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP Selling is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

"In this crazy busy world of ours, Jill Konrath's strategies are just what sellers need to be successful with today's frazzled decision makers." -Michael Port, bestselling author of "Book Yourself Solid, The Contrarian Effect," and "Think Big Manifesto" "How do you feel when a salesperson says: 'I want to tell you about my product'? Jill Konrath knows, better than anyone else, that busy people hate to be sold to and they don't buy products. Jill also knows what does work -that people are eager to invest in things that make their life better. Her ideas rock." -David Meerman Scott, bestselling author of "The New Rules of Marketing PR and World Wide Rave" ""SNAP Selling" presents an entirely new way to think about sales and selling-your customers, quotas, and partners will thank you for reading this book." - John Jantsch, author of "The Referral Engine" "Attention sellers: Jill Konrath has got your back if you want to increase your sales with busAbout the AuthorJill Konrath is a sales strategist and speaker whose clients include IBM , GE, and Hilton. Her first book, Selling to Big Companies, was praised by Fortune as a must-read. She writes a popular blog and newsletter at SellingtoBigCompanies.com. She lives in St. Paul, Minnesota.