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Sale: How To Take Control Of
The Customer Conversation

The Challenger Sale: How To Take Control Of The Customer Conversation

"Building Successful Partner
Channels" is a book laying out the

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roadmap for achieving global market leadership through independent channel partners in the software industry. When Microsoft acquired Navision in 2002 there is no doubt that the price they paid was heavily influenced by the value of our

Read Online The Challenger Sale: How To Take Control Of The Customer Conversation channel partner eco-system. I can think of no one better suited than Hans Peter to write a book with the title Building Successful Partner Channels. Preben Damgaard, Co-founder and CEO of Navision Predictable growth and market

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leadership through independent channel partners are on every software industry CEO and sales executives' mind. However, it is rarely achieved. With "Building Successful Partner Channels" Hans Peter Bech provides a great tactical

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approach toward reaching this goal.

Torulf Nilsson, Product Executive,
Visma Retail, Oslo, Norway
Hans Peter Bech has been at the forefront
developing indirect channels in the
software industry for more than
three decades and his track record is

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impressive. I'd highly recommend
this book to anyone searching for the
route to global market leadership in
the software industry. Yusuf Soner,
School of Management at the
Sabanci University, Istanbul, Turkey
Building Successful Partner

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Channels provides a powerful, practical approach to building a strong network of independent channel partners, so as to optimize sales and marketing activities. The book helps senior sales and marketing executives understand

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how to work in concert to achieve
global market leadership through the
indirect-channel approach. Toke
Kruse, Founder and CEO at Billy,
San Francisco, USA

An Easy to Digest Summary Guide...

★☆☆BONUS MATERIAL

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AVAILABLE INSIDE★☆☆ The
Mindset Warrior Summary Guides,
provides you with a unique
summarized version of the core
information contained in the full
book, and the essentials you need in
order to fully comprehend and apply.

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Maybe you've read the original book but would like a reminder of the information? ✓ Maybe you haven't read the book, but want a short summary to save time? ✓ Maybe you'd just like a summarized version to refer to in the future? ✓ In any

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case, The Mindset Warrior Summary
Guides can provide you with just
that. Lets get Started. Download
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Sale"(full book); which this is not,
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in the search bar of your bookstore.

A new breakthrough idea about how
to win customer loyalty from
Matthew Dixon, the bestselling
author of The Challenger Sale
Everyone knows that the best way to
create customer loyalty is with

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service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted longstanding myths about sales. Now

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they've turned to a new vital business
subject - customer loyalty - with a
book that turns conventional wisdom
on its head. Companies devote
untold time and resources trying to
dazzle customers. Yet CEB's careful
research proves that is wildly

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overrated: loyalty has a lot more to do with how well companies deliver on their basic promises than on how dazzling the service experience might be. Forget bells and whistles and just solve your customer's problems. The Effortless Experience

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lays out the four pillars of a low-effort customer experience, with robust data, insights and profiles.

Here are tools and templates you can start applying right away to improve service, reduce costs, and ultimately generate the elusive loyalty that the

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'dazzle factor' fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked. 'A business detective story, in which cherished truths are systematically investigated- and frequently debunked' -Dan

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Heath, coauthor of *Decisive*, *Switch*, and *Made to Stick* Matt Dixon is Executive Director of the Sales & Service Practice at CEB. He is a frequent contributor to the *Harvard Business Review*, and his previous book, *The Challenger Sale*, was a

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Wall Street Journal bestseller. Nick Toman is Senior Director of Research for CEB's Sales & Services Practice and is a frequent contributor to the Harvard Business Review. Rick DeLisi is Senior Director of Advisory Services for

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CEB's Sales & Service Practice and
a noted public speaker and
facilitator.

"By the yoga instructor who inspires
more than one million followers on
Instagram every day. Part self-help
and part memoir, Yoga Girl is an

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inspirational, full-color look at the adventure that took writer and yoga teacher Rachel Brathen from her hometown in Sweden to the jungles of Costa Rica and finally to a paradise island in the Caribbean that she now calls home. With more than

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one million followers on Instagram, Brathen shares pieces of her life with the world every day. In Yoga Girl, she gives readers an in-depth look at her journey from her self-destructive teenage years to the bohemian and beautiful life she's

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built through yoga and meditation in Aruba today. Featuring spectacular photos of Brathen practicing yoga in amazing tropical locales, along with step-by-step yoga sequences and simple recipes for a healthy, happy, and fearless lifestyle, reading Yoga

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Girl is like an armchair vacation to a
Caribbean spa"--

Mastering the Complex Sale

ALWAYS BE QUALIFYING

How the Most Powerful Tool in
Business Can Double Your Sales
Results

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Taking Control of the Customer
Conversation

Summary Of The Challenger Sale

Fanatical Prospecting

Solution Selling in a Buyer Driven

World

THE INTERNATIONAL

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BESTSELLER: OVER HALF A MILLION COPIES SOLD In The Challenger Sale, Matthew Dixon and Brent Adamson share the secret to sales success: don't just build relationships with customers. Challenge them What's the secret to sales success? If you're like most

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business leaders, you'd say it's fundamentally about relationships - and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. Matthew Dixon, Brent Adamson, and their colleagues at CEB have studied the performance

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of thousands of sales reps worldwide. And what they discovered may be the biggest shock to conventional sales wisdom in decades. The Challenger Sale argues that classic relationship-building is the wrong approach. Every sales rep in the world falls into one of five distinct profiles, and while

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all of these types of reps can deliver average performance, only one - the Challenger - delivers consistently high performance. Instead of bludgeoning customers with facts and features, Challengers approach customers with insights about how they can save or make money. They

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tailor their message to the customer's specific needs. They are assertive, pushing back when necessary and taking control of the sale. Any sales rep, once equipped with the right tools, can drive higher levels of customer loyalty and, ultimately, greater growth. Matthew

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Dixon and Brent Adamson are
managing directors with CEB's Sales
Executive Council in Washington,
D.C. www.executiveboard.com
www.thechallengersale.com
Praise for The Qualified Sales
Leader: John McMahon has just
about single-handedly changed the

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way enterprise software companies sell. As an executive, board member, advisor, and investor, John has not only coached a generation of companies on selling, but he has also influenced a generation of executives and leaders in technology, Mike Speiser-Managing Director-Sutter

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Hill Ventures The learnings in The Qualified Sales Leader will help you and your sales team sell more, make more money and grow your career in enterprise sales. Luca Lazzaron-CRO Sprinklr Most sales books are boring, clinical "textbooks" that "cookie-cutter" a few generic ideas into a

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monotonous, dull read, that puts you to sleep. The Qualified Sales Leader is an easy read, dripping with the fundamentals of enterprise sales. Real world advice that you'll put to use the next day. Chris Degnan-CRO-Snowflake

The Qualified Sales Leader is an easy to read book that will

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absolutely resonate through any enterprise software sales team. Realistic, usable advice for any sales leader or sales rep. If you're in enterprise sales, you'd be crazy not to read this book Cedric Pech-CRO-MongoDBMonthly someone asks:, "When are you going to write a

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book". When I ask, "Why?", I'm told, "Because no one has written a sales leadership book with practical, solutions to real life issues in enterprise SaaS sales forces", Why:6 of 10 sales reps fail, not because they couldn't sell but because they were assigned the wrong accounts. Sales

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leaders don't align skillsets to account complexity. Rep attrition at most SaaS companies is over 20%. Sales leaders can't recruit A players. Sales Leaders don't coach their reps on deal advancement issues. Most sales leaders are "glorified scorekeepers". Most sales

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leader don't motivate their sales team They're focused on deals, not rep competency Sales forecasts are inaccurate because most reps game the CRM system. Sales team leaders lack qualification of sales stage exit criteria Many salesforces only win 50% of their proof of

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concepts They're unable to frame a winning POC Criteria because they skip steps 8 of 10 executive buyers say the sales meetings they take are a waste of time. Sales reps lack the ability to sell business value aligned to specific personas and use cases. 4 of 10 reps in enterprise sales say one

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of the top 3 biggest challenges is to establish urgency. Reps don't quantify critical business pain to create a buying influence. Reps can't find high-level business champions, only low-level coaches. Leaders don't teach them to find pain above the noise. Reps find pain but can't attract

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a champion
Managers have them selfishly focused on closing a sale instead of earning trust. 40% of reps say they feel out of control during the sales process. Leaders don't teach them how to control the process. Reps can't get high in the tree to drive large deals. They don't

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speaking the language of the Economic Buyer. 50% of reps say they can't overcome price objections while sales leaders struggle to increase the average deal size. Managers are pushing their sales reps into vending, not selling. Reps can't answer the simple "3 Whys" for forecasted

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deals Why do they have to buy? Why do they have to buy from us? and Why do they have to buy now? Top sales leaders will find the answers to these issues and more in The Qualified Sales Leader From the Publisher John is widely recognized as the only person having been the

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CRO (Chief Revenue Officer) at five public, enterprise software companies, PTC, Geo-Tel, Ariba, BladeLogic and BMC. John's expertise was formulated as a pre-IPO member of 4 of the 5 companies listed above. Today, John is a board member at public software companies

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Snowflake, MongoDB and private, pre-IPO companies Lacework, Sigma, Cybereason and Observe. In the past, John has been a board member or executive consultant to: Hubspot, Glass Door AppDynamics and Sprinklr.

Shows that knowing the principles of

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selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key

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role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives."

—Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for

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selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels,

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EVP, Shell Global Solutions

Downstream, President,

CRI/Criterion, Inc. "Mastering the

Complex Sale brilliantly sets up value
from the customer's perspective. A

must-read for all those who are
managing multinational business
teams in a complex and highly

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competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the

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Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a

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choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc.

"Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has

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significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer

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guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth."

—Jon T. Lindekugel, President, 3M Health Information Systems, Inc.

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"Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will

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make a difference." —Carol Pudnos,
Executive director, Healthcare
Industry, Dow Corning Corporation

The Challenger Customer
Sell Or Be Sold

SUMMARY - The Challenger Sale:
How To Take Control Of The
Customer Conversation By Matthew

Read Online The Challenger
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The Customer Conversation

Dixon And Brent Adamson

Cracking the Sales Management
Code: The Secrets to Measuring and
Managing Sales Performance

How to Compete and Win When the
Stakes are High!

The Ultimate Guide to Staying One
Step Ahead in the Complex Sale

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The Customer Conversation
Insight Selling

*The Challenger Sale Taking Control
of the Customer*

Conversation Penguin UK

*The digital era's new consumer
demands a new approach to PR*

*Inbound PR is the handbook that can
transform your agency's business.*

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Today's customer is fundamentally different, and traditional PR strategies are falling by the wayside. Nobody wants to feel "marketed to;" we want to make our own choices based on our own research and experiences online. When problems arise, we demand answers on social

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media, directly engaging the company in front of a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients'

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interests. Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today's PR agencies a new way to build brands, evaluate performance and track ROI. The

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ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide

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platforms, it's the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any platform. This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness

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*without “marketing to” the audience
Generate more, higher-quality
customer or media leads Close the
deal and nurture the customer or
media relationship Track the ROI of
each stage in the process Content is
the name of the game now, and PR
agencies must be able to prove their*

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*worth or risk being swept under with
obsolete methods. Inbound PR
provides critical guidance for PR
growth in the digital era, complete
with a practical framework for
stimulating that growth.*

*Great things don't happen in a
vacuum. But creating an*

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environment for creative thinking and innovation can be a daunting challenge. How can you make it happen at your company? The answer may surprise you: gamestorming. This book includes more than 80 games to help you break down barriers, communicate

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better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things happen. This book is the result: a unique collection of games

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that encourage engagement and creativity while bringing more structure and clarity to the workplace. Find out why -- and how -- with Gamestorming. Overcome conflict and increase engagement with team-oriented games Improve collaboration and communication in

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*cross-disciplinary teams with visual-
thinking techniques Improve
understanding by role-playing
customer and user experiences
Generate better ideas and more of
them, faster than ever before
Shorten meetings and make them
more productive Simulate and*

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*explore complex systems,
interactions, and dynamics Identify a
problem's root cause, and find the
paths that point toward a solution*
NOTE TO READERS:*This is a
summary and analysis companion
booked based on The Challenger
Sale: Taking Control of the Customer*

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The Customer Conversation

Conversation by by Matthew Dixon & Brent Adamson. We strongly suggest you purchase the original book too. STOP! I have a few IMPORTANT questions for you: Are you ready to become a superstar salesman? Do you want the researched knowledge to create a go-getter sales team? And

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most importantly, are you ready to increase your precious customer conversions by 100%? THEN THIS BOOK IS FOR YOU! Brief Books presents you with a detailed summary and analysis of Matthew Dixon and Brent Adamson's The Challenger Sale: Taking Control of

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The Customer Conversation

the Customer Conversation. Enjoy a thorough condensation of the original book that has been a best seller on Amazon and the Wall Street Journal. Take control of your customer sales! You'll learn and enjoy tantalizing information like: How to make your customers THINK

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by delivering new and innovative ideas to help the them achieve more success The importance and logic behind new customer trends, like customization and the use of third-party consultants. How to train your sales team to go above and beyond when it comes to selling. The 5 kinds

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of sales representatives, and which ones are the best. and so much more! Read it TONIGHT, and be a better salesman by TOMORROW! Major Account Sales Strategy Corporate Turnaround Surprising Research on What Sales Winners Do Differently

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The Customer Conversation

*Building Successful Partner
Channels*

SPIN® -Selling

*Summary of Matthew Dixon and
Brent Adamson's the Challenger
Sale: Taking Control of the Customer
Conversation*

How to Sell More, Easier, and Faster

**Read Online The Challenger
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The Customer Conversation
*Than You Ever Thought Possible***

The Challenger Sale: Taking
Control of the Customer
Conversation by Matthew
Dixon and Brent Adamson:
Conversation Starters The
Challenger Sale opens with
this question: What's the

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secret to sales success?

Most business leaders would answer the question with relationships. While that is fundamentally true, Matthew Dixon and Brent Adamson argues that it is not enough to build

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relationships with customers. To be successful, business leaders need to challenge their relationships. Dixon and Adamson needed to understand what sets apart top-performing reps from the

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average performing ones.

Together with their colleagues at Corporate Executive Board, Dixon and Adamson investigates the attitudes, behaviors, knowledge and skills that matter to reps that have the

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highest sales performance. Their discovery may come as a shock to decades-old conventional sales wisdom. SPIN Selling author Professor Neil Rackham says that Dixon and Adamson's research is "game-changing."

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His advice is not just to read it but... A Brief Look Inside: EVERY GOOD BOOK CONTAINS A WORLD FAR DEEPER than the surface of its pages. The characters and their world come alive, and the characters and its world

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still live on. Conversation Starters is peppered with questions designed to bring us beneath the surface of the page and invite us into the world that lives on. These questions can be used to... Create Hours of

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Conversation: - Promote an atmosphere of discussion for groups - Foster a deeper understanding of the book - Assist in the study of the book, either individually or corporately - Explore unseen realms of the book as never

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seen before Disclaimer: This book you are about to enjoy is an independent resource meant to supplement the original book. If you have not yet read the original book, we encourage you to before purchasing this

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unofficial Conversation Starters.

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery

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that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales

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training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build

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unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Book Summary of the Challenger Sale: Taking

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Control of the Customer
Conversation The Challenger
Sale is about the often-
difficult selling process.
It first reviews the last
big breakthroughs in the
industry. Those are: In the
earliest of times, in many

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industries, the sales person also acted as the collections department. So, the first big breakthrough was learning to separate those two functions to allow sales representatives to do what they do best - and that

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is sell. The second breakthrough came in 1925 when we gained a better appreciation for open ended questions. It was when salesmen began to listen more than speak. It was referred to as spin selling

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or consultative selling. The third event happened in the 1970s when the results of a 12-year study were revealed. Over 35,000 sales calls were assessed and the results were not necessarily considered a break through,

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but it was a significant improvement because the information gleaned from the study was insight regarding selling complex products and services versus selling simpler products. For more information click on the BUY

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BUTTON!!!!

"After I sent my team to the Question Based Selling program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in

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results."—Jim Cusick, vice president of sales, SAP America, Inc. "Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!"—Alan

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D. Rohrer, director of sales, Hewlett Packard For nearly fifteen years, The Secrets of Question Based Selling has been helping great salespeople live you deliver big results. It's commonsense approach has

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become a classic, must-have tool that demonstrates how asking the right questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and

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there are countless
contradictory sales training
programs promising results.
Knowing where you should
turn to for success can be
confusing. Now fully revised
and updated, The Secrets of
Question Based Selling

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provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies and techniques that will increase your probability of

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success. How you sell has become more important than the product. With this hands-on guide, you will learn to:

- Penetrate more accounts
- Overcome customer skepticism
- Establish more credibility sooner
- Generate more return

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calls Motivate different
types of buyers Develop more
internal champions Close
more sales...faster And
much, much more
Conquering the New
Battleground for Customer
Loyalty

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Kunden herausfordern und
erfolgreich überzeugen
Speed Up Sales and Win More
Business with Today's
Frazzled Customers
A Playbook for Innovators,
Rulebreakers, and
Changemakers

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How To Sell Your Way Through
Life

The Challenger Sale ... in
30 Minutes - the Expert
Guide to Matthew Dixon and
Brent Adamson's Critically
Acclaimed Book

Build a Brand in 30 Days

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Most sales professionals make the mistake of using the same sales patterns over and over. But since all customers are different, true pros know they must tailor their methods to the buyer if they want to make their numbers every year.

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ProActive Selling gives readers the tools they need to adapt their approach and maintain control at every stage of the sale. Thoroughly revised and updated, the second edition shows salespeople how to: *

- Qualify and disqualify prospects

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sooner to focus on the most promising accounts * Examine buyers' motivations from every angle * Quantify the value proposition early * Double the number of calls returned from prospective customers * Appeal to

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the real decision-makers * Use technology (e.g. cloud, video, social media, and more) to generate leads and shorten sales cycles * Increase the effectiveness of every interaction Featuring dozens of enlightening examples and the

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author's 17 exclusive, practical selling tools, ProActive Selling gives sales professionals the edge they need to exceed their goals-with any company, in any industry. You don't need a marketing degree or intensive training to build an

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attention-grabbing brand; you just need this book - and 30 days.

Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear

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exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling, and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values

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and positioning Get the all-
important name right Bring your
brand to life Turn your customers
into your advocates Manage your
PR and use your marketing budget
wisely Inspire your staff to live the
brand too Deal with problems

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when something goes wrong

Branding isn't about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in

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business. 'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand.' Dawn Gibbins MBE, Veuve Clicquot Business Woman of the Year and Star of Channel 4's The Secret

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Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that

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clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of

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an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his

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innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting

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methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You ' ll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of

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Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C ' s of Social Selling and how to use them to get prospects to call you How to use

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the simple 5 Step Telephone
Framework to get more
appointments fast How to double
call backs with a powerful voice
mail technique How to leverage the
powerful 4 Step Email Prospecting
Framework to create emails that

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compel prospects to respond How
to get text working for you with the
7 Step Text Message Prospecting
Framework And there is so much
more! Fanatical Prospecting is
filled with the high-powered
strategies, techniques, and tools

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you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You ' ll

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gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and

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consistent prospecting. It's time to get off the feast or famine sales roller-coaster for good!

People don't buy from people they like. No! Your buyer doesn't care about you or your product or service. It's not your job to

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overcome objections, it's your buyer's. Closing isn't a skill of good salespeople; it's the skill of weak salespeople. Price isn't the main reason salespeople lose the sale. Gap Selling shreds traditional and closely held sales beliefs that have

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been hurting salespeople for decades. For years, salespeople have embraced a myriad of sales tactics and belief systems that have unknowingly created many of the issues they have been trying to avoid such as: long sales cycles,

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price objections, no decision, prospects going dark, last minute feature requests, and more.

Success at sales requires more than a set of tactics. Salespeople need to understand the game of sales, how sales works, and what the buyer is

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going through in order to make the decision to buy (change) or not to buy (not change). Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent

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style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight a deceptively powerful new way to connect with buyers. Today's sales world is littered with glorified order takers, beholden to

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a frustrated buyer, unable to influence the sale and create value. Gap Selling flips the script and creates salespeople with immense influence at every stage of the buying process, capable of impacting the sales metrics that

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matter: Shorter Sales Cycles

Increased Revenue Elevated Deal

Values Higher Win Rates Fewer No

Decisions More Leads And Happier

Buyers Gap Selling elevates the

sales world's selling IQ and turns

sales order takers into sales

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influencers.

MEDDICC

The Effortless Experience

The Ultimate Guide to Opening
Sales Conversations and Filling the
Pipeline by Leveraging Social
Selling, Telephone, Email, Text, and

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Cold Calling

Summary of Matthew Dixon ' s The
Challenger Sale by Swift Reads
Proven Lessons from a Five Time
CRO

The Challenger Sale
Delves into the details and

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specifics of “Rain Selling,” a strategy for making sales used by the Rain Group that encompasses three levels of contact and follow-up that resulted in over \$3.1 billion in annual purchases: Connect,

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Convince and Collaborate.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the

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customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls

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made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce

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his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical

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techniques which have been
tried in many of today's leading
companies with dramatic
improvements to their sales
performance.

TIMELESS WISDOM from the
ORIGINAL PHILOSOPHER of

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PERSONAL SUCCESS "No matter who you are or what you do, you are a salesperson. Every time you speak to someone, share an opinion or explain an idea, you are selling your most powerful asset . . . you! In How

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to Sell Your Way Through Life, Napoleon Hill shares valuable lessons and proven techniques to help you become a true master of sales." —Sharon Lechter, Coauthor of Think and Grow Rich: Three Feet from

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Gold; Member of the President's
Advisory Council on Financial
Literacy "These proven, time-
tested principles may forever
change your life." —Greg S. Reid,
Coauthor of Think and Grow
Rich: Three Feet from Gold;

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Author of The Millionaire Mentor
"Napoleon Hill's Think and Grow
Rich and Laws of Success are
timeless classics that have
improved the lives of millions of
people, including my own. Now,
we all get the chance to savor

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more of his profound wisdom in
How to Sell Your Way Through
Life. It is a collection of simple
truths that will forever change the
way you see yourself." —Bill
Bartmann, Billionaire Business
Coach and Bestselling Author of

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Bailout Riches

(www.billbartman.com) Napoleon Hill, author of the mega-bestseller Think and Grow Rich, pioneered the idea that successful individuals share certain qualities, and that

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examining and emulating these
qualities can guide you to
extraordinary achievements.

Written in the depths of the Great
Depression, How to Sell Your
Way Through Life explores a
crucial component of

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Achievement: your ability to make the sale. Ringing eerily true in today's uncertain times, Hill's work takes a practical look at how, regardless of our occupation, we must all be salespeople at key points in our

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lives. Hill breaks down concrete
instances of how the Master
Salesman seizes advantages
and opportunities, giving you
tools you can use to effectively
sell yourself and your ideas.
Featuring a new Foreword from

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leadership legend Ken

Blanchard, this book is a classic that gives you one beautifully simple principle and the proven tools to make it work for you.

In the past few years, companies both large and small, have been

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calling regularly on Darius Lahoutifard to get help with their non performing sales team. Described symptoms can be different from one company to another. Some suffer from shortage in revenue. Others

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complain about unreliable forecasts with deals slipping constantly from one quarter to another, before being even lost or abandoned a few quarters later. Some CEOs notice unproductive sales teams with

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an unusual high number of non-quota-carrying people in the sales force, reducing the profitability of the company. Darius observes that all these symptoms are related to the same illness: inability to qualify.

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Since most sales teams put in place organizations including SDR (Sales Development Representatives) or BDR (Business Development Representatives) who qualify leads for Account Managers,

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there is a wrong unstated assumption, widely spread, that once a lead is qualified, the inside sales or field sales will have to work on them until they are won or lost. Qualification is often missing or is considered as

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done. Qualification is not a binary step of the sales process. Qualification is a mindset and habit to apply all along the sales process from the first call all the way to the closing. The book covers both the Why and the

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How of sales qualification. The author who was an early sales leader at PTC where the MEDDIC methodology took shape, is also the founder of MEDDIC Academy, first to bring the qualification methodology

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online. The book describes the M.E.D.D.I.C. (also known as MEDDPICC) sales methodology in depth, . A chapter is dedicated to each element of MEDDPICC. This is not a book of theories, research or academic concepts,

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but pure execution techniques with practical recipes. At a high level, MEDDIC is a checklist helping sales professionals to execute. Although the context is B-to-B and high end sales, "Always Be Qualifying" is a must

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in any sales situation including B-
to-C or retail.

The Collaborative Sale

How To Take Control of the
Customer Conversation

Marketing: The Basics

Gap Selling

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MEDDIC

Selling to the Hidden Influencer
Who Can Multiply Your Results
Inbound PR

**Buyer behavior has changed
the marketplace, and
sellers must adapt to**

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The Customer Conversation
**survive The Collaborative
Sale: Solution Selling in
Today's Customer-Driven
World is the definitive
guide to the new reality
of sales. The roles of
buyers, sellers, and**

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The Customer Conversation

**technology have changed,
and collaboration is now
the key to success on all
sides. The Collaborative
Sale guides sales
professionals toward
alignment with buyers, by**

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The Customer Conversation

**helping them overcome
their problems and
challenges, and creating
value. From building a
robust opportunity
pipeline and predicting
future revenues to**

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The Customer Conversation

**mastering the nuances of
buyer conversations, the
book contains the
information sales
professionals need to
remain relevant in today's
sales environment. Buyers**

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have become more informed and more empowered. As a result, most sellers now enter the buying process at a much later stage than the traditional norm. The rise of information access

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has given buyers more control over their purchases than ever before, and sellers must adapt to survive. The Collaborative Sale provides a roadmap for

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**adapting through sales
collaboration, detailing
the foundations, personae,
and reality of the new
marketplace. The book
provides insight into the
new buyer thought**

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**processes, the new sales
personae required for
dealing with the new
buyers, and how to
establish and implement a
dynamic sales process.
Topics include: Selling in**

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**times of economic
uncertainty, broad
information access, and
new buyer behavior Why
collaboration is so
important to the new
buyers The emergence of**

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**new sales personae – Micro-
marketer, Visualizer, and
Value Driver Buyer
alignment, risk
mitigation, and the myth
of control Situational
fluency, and the role of**

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**technology Focused sales
enablement, and buyer-
aligned learning and
development Implementation
and establishment of a
dynamic sales process The
book describes the**

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essential competencies for collaborative selling, and provides indispensable supplemental tools for implementation. Written by recognized authorities with insights into global

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**markets, The Collaborative
Sale: Solution Selling in
Today's Customer-Driven
World is the essential
resource for today's sales
professional.**

Summary of Matthew Dixon

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**and Brent Adamson's The
Challenger Sale Taking
Control of the Customer
Conversation NOTE TO
READERS: This is a summary
and analysis companion
booked based on The**

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The Customer Conversation

**Challenger Sale: Taking
Control of the Customer
Conversation by Matthew
Dixon & Brent Adamson. We
strongly suggest you
purchase the original book
too. STOP! I have a few**

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IMPORTANT questions for you: Are you ready to become a superstar salesman? Do you want the researched knowledge to create a go-getter sales team? And most

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**importantly, are you ready
to increase your precious
customer conversions by
100%? THEN THIS BOOK IS
FOR YOU! Brief Books
presents you with a
detailed summary and**

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**analysis of Matthew Dixon
and Brent Adamson's The
Challenger Sale: Taking
Control of the Customer
Conversation. Enjoy a
thorough condensation of
the original book that has**

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**been a best seller on
Amazon and the Wall Street
Journal. Take control of
your customer sales!
You'll learn and enjoy
tantalizing information
like: How to make your**

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The Customer Conversation

**customers THINK by
delivering new and
innovative ideas to help
them achieve more success
The importance and logic
behind new customer
trends, like customization**

Read Online The Challenger Sale: How To Take Control Of The Customer Conversation and the use of third-party consultants. How to train your sales team to go above and beyond when it comes to selling. The 5 kinds of sales representatives, and which

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**ones are the best. and so
much more! Read it
TONIGHT, and be a better
salesman by TOMORROW!
PLEASE NOTE: This is a
summary, analysis and
review of the book and not**

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The Customer Conversation

**the original book. Matthew
Dixon and Brent Adamson's
insightful book, The
Challenger Sale: Taking
Control of the Customer
Conversation offers the
results of their research**

Read Online The Challenger Sale: How To Take Control Of The Customer Conversation on thousands of sales reps and the best way to sell. This SUMOREADS Summary & Analysis offers supplementary material to "The Challenger Sale" to help you distill the key

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takeaways, review the book's content, and further understand the writing style and overall themes from an editorial perspective. Whether you'd like to deepen your

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**understanding, refresh
your memory, or simply
decide whether or not this
book is for you, SUMOREADS
Summary & Analysis is here
to help. Absorb everything
you need to know in under**

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Analysis Include?
Executive Summary of the
original book Editorial
Review Key takeaways &
analysis of each section A**

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**short bio of the the
authors Original Book
Summary Overview In "The
Challenger Sale," Dixon
and Adamson dig through
mountains of research on
thousands of sales reps to**

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**find what makes some reps
exceptional performers in
a complex sales
environment. Their
findings are conclusive:
the best sales reps
challenge customers to**

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**think differently about
their business and push
them to act on needs they
didn't know they had.
Packed with proven
insights and practical
guidelines for**

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**implementing the
Challenger Sales Model,
this book is the harbinger
of a sales revolution that
is long overdue. "The
Challenger Sale" is a must-
read for any salesperson,**

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executive. BEFORE YOU BUY:
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Analysis is to help you
decide if it's worth the
time, money and effort**

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**reading the original book
(if you haven't already).
SUMOREADS has pulled out
the essence-but only to
help you ascertain the
value of the book for
yourself. This analysis is**

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**meant as a supplement to,
and not a replacement for,
"The Challenger Sale."**

**What do the world's most
successful enterprise
sales teams have in
common? They rely on**

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MEDDICC to make their sales process predictable and efficient. MEDDIC with one C was initially created by Dick Dunkel in 1996 when he was at PTC. Since then MEDDIC has

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**evolved to be better known
as MEDDICC or MEDDPICC and
has proliferated across
the world being the go-to
choice for elite
enterprise sales
organizations. If you ever**

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**find yourself feeling any
of the following symptoms
with your deal, you could
benefit from MEDDICC: Your
buyer doesn't see the
value of your solution?
(aka they think you are**

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**expensive) You are unable
to find, articulate and
quantify Pain You don't
have a Champion or at the
very least a Coach helping
you navigate and sell You
find yourself unable to**

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**gain access to people with
power and influence You
don't know how the
customer makes decisions
You don't know who is
involved in the decision-
making process You find**

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**yourself surprised by
things that come up in the
sales process The decision
criteria seem to move
throughout the process,
and you're constantly
playing catch up Your**

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**Competition is landing
strikes against you that
you neither see coming nor
are able to defend You
lose track of where you
stand in your deals
Whether you are an**

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**individual contributor or
a sales leader embracing
MEDDICC will help you to
beat those symptoms and
take back control of your
deal. Historically,
learning MEDDICC has**

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**relied upon hands-on
training, but now you can
learn MEDDIC from an
expert who uses it every
day. The Book deconstructs
MEDDIC into easy to
understand and implement**

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**steps. Breaking down every
letter of the acronym into
actionable insights
complemented by commentary
on how MEDDICC can help
sales organizations to
revolutionize their sales**

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**execution and efficiency.
In the words of the
original creator of
MEDDIC, Dick Dunkel:
Whether you are an
individual contributor or
sales leader, my advice is**

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**that you should start to
implement MEDDIC into what
you do straight away.
Embrace MEDDIC, and you
and your team will more
clearly understand the WHY
to your process, and you'll**

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**begin to execute your
customer interactions with
more purpose and achieve
better results. And like so
many others before, you
will begin to reap the
rewards of having a well-**

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**qualified pipeline of
opportunities with clearer
paths to success. - Dick
Dunkel, MEDDIC Creator.
Getting the Customer to
Yes: How Problem-Centric
Selling Increases Sales by**

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**Changing Everything You
Know About Relationships,
Overcoming Objections,
Closing and Price
How Managers Turn Losers
Into Winners!
Yoga Girl**

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Gamestorming

**Taking Control of the
Customer Conversation By
Matthew Dixon and Brent
Adamson**

**The Psychology of Selling
The Qualified Sales Leader**

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The long-awaited sequel to the bestselling sales classic *The Challenger Sale* 'A handbook of practices that will help you get into your customers' heads, deliver

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good value, and win the sale' DANIEL H. PINK, author of To Sell is Human and Drive Four years ago, the authors behind The Challenger Sale overturned decades of conventional

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wisdom with a bold new
approach to sales. Now
they reveal something even
more surprising: the
highest-performing sales
teams don't focus on
friendly, attentive

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customers. Instead, they target challenger customers. Challenger customers are sceptical, less interested in meeting, and ultimately indifferent as to who wins

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the deal. But they also have the credibility, persuasive skill and will to challenge the status quo that will get a deal to the finish line far more often than customers

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who are easier to connect with. Based on new CEB research from thousands of B2B marketers, sellers and buyers around the world, The Challenger Customer shows you how to find

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these 'mobilizers' and equip them with the tools to effectively challenge their own organizations on your behalf. This groundbreaking book is the blueprint you need to make

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the sale again and again.

thechallengercustomer.co.uk

'...a punchy, stripped-down version of what marketing is all about.' -
The Times Higher Education

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Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, *Marketing: The Basics* tells you

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everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and

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explained, along side more traditional marketing approaches in this revised and updated new edition. This book: Explains the fundamentals of marketing and useful concepts such

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as the Long Tail Includes
an international range of
topical case studies, such
as Obama's presidential
campaign, Facebook, and
Google Also includes a
glossary of terms, guides

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to further reading and
critical questions to
assist further thinking
and study This lively and
user-friendly introduction
is perfect for
professionals seeking to

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aimed at making
implementation easy for
companies that have not

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yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

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* Our summary is short,
simple and pragmatic. It
allows you to have the
essential ideas of a big
book in less than 30
minutes. As you read this
summary, you will discover

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how to stand out from the competition by learning to master the art of customer conversation. Matthew Dixon's new business approach shows you how to successfully sell your

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solution or product by understanding the major changes in the global economy and marketing during this time of economic crisis. You will also learn : the

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characteristics of the "Challenger" compared to four other types of vendors; the art of a mastered and instructive conversation for the customer; how to adapt

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your sales message; how to dust off the role of the manager within the sales team. Sales is a world in perpetual change: the way of approaching and selling to a future customer

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changes over time. The change that interests us here is the renewal of the sales relationship. The challenge is to change the customer's state of mind, to make him go in his

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direction and to bring him
new solutions to his
problems. *Buy now the
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ProActive Selling

SNAP Selling

Summary of the Challenger
Sale by Matthew Dixon and

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Brent Adamson:

Conversation Starters

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**Tools, Methods, Exercises
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In the Software Industry

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The Challenger Sale: Taking Control of the Customer Conversation (2011) shows companies how assertive sales representatives can increase profits and create repeat customers. Authors and

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entrepreneurs Matthew Dixon and Brent Adamson use the results of interviews with more than 5,000 sales representatives to outline five different profiles most employees fit into... Purchase this in-depth summary to learn more.

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Boost sales results by zeroing in on the metrics that matter most

“ Sales may be an art, but sales management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the

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metrics you must measure to manage toward success. ”

—Arthur Dorfman, National Vice President, SAP “ Cracking the Sales Management Code is a must-read for anyone who wants to bring his or her sales management

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team into the 21st century. ”

—Mike Nathe, Senior Vice
President, Essilor Laboratories of
America “ The authors correctly
assert that the proliferation of
management reporting has
created a false sense of control for

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sales executives. Real control is derived from clear direction to the field—and this book tells how do to that in an easy-to-understand, actionable manner. ” —Michael R. Jenkins, Signature Client Vice President, AT&T Global Enterprise

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Solutions “ There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn ’ t see the difference. This book is invaluable because it reveals the manageable activities

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that actually drive sales results. ”

—John Davis, Vice President, St. Jude Medical “ Cracking the Sales Management Code is one of the most important resources available on effective sales management. . . . It should be

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required reading for every sales leader. ” —Bob Kelly, Chairman, The Sales Management Association “ A must-read for managers who want to have a greater impact on sales force performance. ” —James Lattin,

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Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University

“ This book offers a solution to close the gap between sales processes and business results. It shows a new way to think critically

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about the strategies and tactics necessary to move a sales team from good to great! ” —Anita Abjornson, Sales Management Effectiveness, Abbott Laboratories
About the Book: There are literally thousands of books on selling,

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coaching, and leadership, but what about the particulars of managing a sales force? Where are the frameworks, metrics, and best practices to help you succeed? Based on extensive research into how world-class companies

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measure and manage their sales forces, Cracking the Sales Management Code is the first operating manual for sales management. In it you will discover: The five critical processes that drive sales performance How

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to choose the right processes for your own team
The three levels of sales metrics you must collect
Which metrics you can “manage” and which ones you can't
How to prioritize conflicting sales objectives
How to align seller

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activities with business results

How to use CRM to improve the impact of coaching As Neil

Rackham writes in the foreword:

“ There ’ s an acute shortage of good books on the specifics of sales management. Cracking the

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Sales Management Code is about the practical specifics of sales management in the new era, and it fills a void. ” Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales

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force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don ' t. It will change the way you manage your sellers from

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day to day, as well as the results you get from year to year.

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

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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

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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-

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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

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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,

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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.

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An Arsenal of Shrewd Tactics and
Winning Strategies to Make You a
Major Account Sales Success
Knowing how to get to the
decision maker, deal with the
competition, understand buyer
psychology, and service the

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client--these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based

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on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to . . . Tailor your selling strategy to match each step in the client's decision-making process. Ensure that you won't lose your customers because

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you'll know the psychology of the buyer and how to respond to their doubts. Gain entry to accounts through many different windows of opportunity. Deal with competitive situations, take on bigger competitors, and win using

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strategies that the author's meticulous research shows are employed by the most successful salespeople. Handle negotiations, concessions on price, and term agreements skillfully and effectively. Offer the ongoing

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technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it

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With Simon Middleton, The Brand
Strategy Guru

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Summary & Analysis: The
Challenger Sale by Matthew Dixon
and Brent Adamson: Taking
Control of the Customer
Conversation

SUMMARY: The Challenger Sale:
Taking Control of the Customer

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Conversation: BY Matthew Dixon &
Brent Asamson | The MW Summary
Guide

Secrets of Question-Based Selling
Summary of Mathew Dixon and
Brent Adamson's the Challenger
Sale

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The secret to success is not merely building relationships; it's challenging them. The Challenger Sale ...in 30 minutes is the essential guide to quickly understanding the important

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lessons outlined in coauthors Matthew Dixon and Brent Adamson's best-selling book, *The Challenger Sale*. Understand the key ideas of *The Challenger Sale* in a fraction of the time, using this guide's: Concise

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synopsis, which examines the principles of The Challenger Sale In-depth analysis of key concepts, such as "Solution Sales" and "Challenging the Core Sales Staff" Practical applications for

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incorporating the Challenger
sales style into your
business's sales strategies
and marketing techniques
Insightful background on
coauthors and senior
directors for the Corporate
Executive Board Matthew

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Dixon and Brent Adamson
Extensive recommended
reading list and glossary In
The Challenger Sale, best-
selling authors Matthew
Dixon and Brent Adamson
present the findings of
their worldwide

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investigation into why some salespeople continue to close deals on large accounts even during a global recession. Utilizing the data collected from over ninety companies, the authors discovered that most

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salespeople fell into one of five categories, the most effective (by far) being the Challenger sales style. More than half of all business sales are made by Challenger salespeople, whose unique strategies--confronting the

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beliefs of the customer, rejecting the status quo, and pushing the customer out of his comfort zone--prove that relationship building is not as effective a sales tool as sales executives tend to think. The new gold

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standard in sales, according to the authors, is to help customers think differently about their needs while presenting them with new solutions. An insightful guidebook for both salespeople and their

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managers, The Challenger Sale provides effective techniques for increasing an organization's customer loyalty, growth, and success. About the 30 Minute Expert Series The 30 Minute Expert Series is designed

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for busy individuals interested in exploring a book's ideas, history, application, and critical reception. The series offers detailed analyses, critical presentations of key ideas and their application,

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extensive reading lists for additional information, and contextual understanding of the work of leading authors. Designed as companions to the original works, the 30 Minute Expert Series enables readers to develop expert

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knowledge of important works ...in 30 minutes. As with all books in the 30 Minute Expert Series, this book is intended to be purchased alongside the reviewed title, The Challenger Sale: Taking Control of the

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Shares the secret to sales success: don't just build relationships with customers. This title argues that classic relationship-building is the wrong approach.

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What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with

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customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate

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Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in

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decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing

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approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while

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all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features

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about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and

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objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are

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replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors

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explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives

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higher levels of customer loyalty and, ultimately, greater growth.