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*Hope Is Not A  
Strategy The 6 Keys  
To Winning Complex  
Sale Rick Page*

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Hope is not a strategy |

Kevin Talbot | TEDxBussels

Hope Is Not A Strategy Book  
Summary - Rick Page -  
MattyGTV Hope is Not a  
Strategy (Full Episode) |  
Casey Caston | Up Close with  
Tori \u0026 Chad Masters

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Hope is Not A Strategy,

Sales is Not A Tactic Hope

is NOT a Strategy - Part 1

HOPE IS NOT A STRATEGY-

Hollywood Won't/Can't/Didn't

Save Comics Hope is Not a

Strategy HOPE IS NOT A

STRATEGY- The Comic Book

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Industry Manages Its Own

Decline ~~Hope Is Not A~~

~~Strategy Take P.R.I.D.E.~~

~~Life: IT ALL MATTERS Book:~~

~~24 Days Until to Launch If~~

~~You Think \"Hope Is Not A~~

~~Strategy\" Here's Why~~

~~You're Wrong 5 CRUCIAL Ways~~

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To Begin Healing From  
Anxiety ? (TRANSFORMATIONAL)  
Hope is not a strategy! HOPE  
IS NOT A STRATEGY (lesson I  
learned) Hope Is Not A  
Strategy - Chapter 1 - 2 of  
10 Graham: "Hope is not a  
strategy" Why Hope Is NOT A

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Strategy For Your Success!

Wayne Sutton How To Talk To  
A Narcissist | Anoushka

Marcin Hope is Not A  
Strategy | Weekly Motivation  
#381 | Dre Baldwin

Hope is not a strategy      Hope  
is not a strategy      Hope Is

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Not only will you hear it among military personnel, it is also a popular phrase in the business world. It was the title of a book written by Rick Page in 2001, Hope is Not a Strategy: The 6

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Keys to Winning the Complex  
Sale, and one by Ted Gee in  
2008, Hope Is Not a  
Strategy: Simple Solutions  
for Doing Business in the  
21st Century.

Who Said "Hope Is Not a

*Page 8/86*



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Strategy"? - YourDictionary  
Hope Is Not a Strategy is  
most valuable for those who  
are new to large account and  
large ticket selling. For  
those with lots of  
experience, the book is  
helpful in providing a

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structure for sales team  
planning and coordination.  
As a test of the book's  
relevance, I took a  
potential sale that our firm  
is wrestling with and put it  
through the process. A  
number of valuable insights

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came from ...  
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Hope Is Not a Strategy: The  
6 Keys to Winning the  
Complex ...

"Hope is not a strategy": A  
CEO expressed her  
frustration with executives

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who ask to discuss potential challenges with their plans outside the harsh scrutiny of the strategy room. Most strategic plans look like hockey sticks, she says, "because hope springs eternal" that a projected

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“base case” will  
materialize. Now, when a  
business ...

Hope is not a strategy |  
McKinsey & Company  
“Hope is not a strategy” may  
be an accepted aphorism, but

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Page  
so is the adage that “an 80 percent solution today is better than a 100 percent solution tomorrow or next week.” Hope need not be the ending point of strategy, but it is an essential element. It frames

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strategy's narrative, and it prevents paralysis by analysis, allowing for creative, optimistic adaptation. The icon of the ...

HOPE IS NOT 'A' STRATEGY:

*Page 15/86*

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IT'S THE ONLY STRATEGY - US  
Army ...

Hope inherently encourages  
misty-eyed thinking, it  
rounds off the corners of  
life's sharp edges and  
blinkers us to a future that  
might not be founded on



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Page  
reality. Hope as a strategy,  
rejects facts and glosses  
over evidence. We must  
distinguish between hope as  
a positive thinking attitude  
and hope as a strategy.  
Positive thinking in and of

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Page  
Hope is not a strategy (but  
we still need it) |

Distinction

Hope is not a strategy. Luck  
is not a factor. Fear is not  
an option.

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Quote by James Cameron:

"Hope is not a strategy.

Luck is ...

Hope is not a strategy.

Posted by Nick McConnell

September 15, 2020 . The

most recent update on retail

sales from the KPMG-BRC

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monitor highlighted how physical stores continue to struggle despite the post lockdown retail sales rise. Over the three months to August the monitor reported that in-store sales of non-food items declined 17.8% on

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a total and 8.5% on a like-for-like basis. Whilst this

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- See more about Hope Is Not A Strategy Quote, hope is

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not a strategy quote, hope  
is not a strategy quote  
james cameron, hope is not a  
strategy quote vince  
lombardi, who said hope is  
not a strategy quote

Hope Is Not A Strategy Quote

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- Quotes About Inspiration  
Instead intakes the kind of  
strategic thinking Rick Page  
outlines inHope Is Not a  
Strategy."--Geoffrey Moore,  
author of Crossing the Chasm  
and Inside the Tornado.  
Master of the complex sale,

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Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales consultants and trainers in the world. He has taught his breakthrough selling strategies to ...



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Hope Is Not a Strategy: The  
6 Keys to Winning the  
Complex ...

Hope is a strategy. Yeah,  
right. But it is. After a  
few decades of helping  
organizations create highly

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actionable, measurable,  
living strategic plans that  
adapt to the changing world  
instead of ...

Hope Is a Strategy (Well,  
Sort Of) - Harvard Business  
Review

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"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm

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and Inside the Tornado  
Master of the complex sale,  
Rick Page is the author of  
the bestselling book, Hope  
Is Not a Strategy, and one  
of the most sought-after  
sales cons

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Hope Is Not a Strategy: The  
6 Keys to Winning the  
Complex ...

Hope becomes acceptable only  
when the risk is low enough  
to not require a strategy at  
all. Thus, hope is not a  
strategy, but a label you

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Page  
stick to something that you don't need to think about in great details. Next time you hear the word "hopefully" when discussing a strategy or part of one, ask yourself if the subject of that hope is important or risky enough

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Hope is not a strategy. |

CoderHood

While hope is necessary, it  
alone is not a strategy.

Before announcing change,

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ensure your leadership team can articulate how the change will help fulfill your mission long-term. If a decision seems to conflict with your values, lean into the tension and discuss why it's the right course.



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Proactively addressing  
tension helps people respect  
your reasoning and  
willingness to make tough

...

Hope Is Not a Strategy -  
Jarrard Phillips Cate &

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Page  
They hope the two departments collaborate successfully (people work with each other). They hope the new initiative makes a difference (people buy into the idea). The problem is,

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Page  
if your outcome depends on other people to take action in a specific way, hope is not enough. As one of my business mentors used to say, "Hope is not a strategy".

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Hope is not a strategy -

Brilliant Minds

Hope is a beacon in dark times. There is significant evidence supporting that a strong belief in a desired outcome can influence achieving that outcome. My

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Page  
personal belief in the power  
of hope is significant – so  
much so that it is my  
daughter's middle name. Yet  
I entirely believe that Hope  
is Not A Strategy.  
Particularly in the face of

...

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Page  
Hope is Not a Strategy -  
Caregiven

Hope is not a strategy. By  
Paul Bray in AV over IP, The  
Guide to AV over IP May 14,  
2020 0. Moving to AV-over-IP  
is a strategic decision that

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needs detailed planning.

Matching its integration  
with the overall IT strategy  
of the business is  
especially important, Paul  
Bray finds. If you are  
selecting an AV-over-IP  
solution and do not already

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have a company-wide AV  
strategy, now could be a  
good ...

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strategy. Next Previous.



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admin | Blogs | Comments are  
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O. NHS Innovation  
Accelerator Mentor, Adrian  
Downing, has supported  
Fellows in getting 'business-  
ready'. Here, he shares his

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advice and tips for  
innovators and entrepreneurs  
looking to commercialise  
their health innovation and  
set ...

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Hope Is Not a Strategy.

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Stephen Thorne. Feb 24, 2017

• 6 min read. This is the first of a series of articles I intend to write and publish, each one drawing from a part of the SRE book. I have ...

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Hope is not a strategy | \_\_\_\_\_

Kevin Talbot | TEDxBrussels \_\_\_\_\_

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Summary - Rick Page -

MattyGTV Hope is Not a

Strategy (Full Episode) |

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Casey Caston | Up Close with  
Tori Au0026 Chad Masters

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is NOT a Strategy - Part 1

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Hollywood Won't/Can't/Didn't

Save Comics Hope is Not a

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Strategy HOPE IS NOT A

STRATEGY- The Comic Book  
Industry Manages Its Own  
Decline

~~Hope Is Not A~~

~~Strategy~~ Take P.R.I.D.E.

~~Life: IT ALL MATTERS Book:~~

~~24 Days Until to Launch~~ If

~~You Think \"Hope Is Not A~~

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Strategy\" Here's Why  
You're Wrong 5 CRUCIAL Ways  
To Begin Healing From  
Anxiety ? (TRANSFORMATIONAL)  
Hope is not a strategy! HOPE  
IS NOT A STRATEGY (lesson I  
learned) Hope Is Not A  
Strategy - Chapter 1 - 2 of

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10 Graham: ~~"Hope is not a  
strategy"~~ Why Hope Is NOT A  
Strategy For Your Success!

Wayne Sutton How To Talk To  
A Narcissist | Anoushka

Marcin Hope is Not A  
Strategy | Weekly Motivation

#381 | Dre Baldwin



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Hope is not a strategy Hope  
is not a strategy Hope Is  
Not A Strategy

Not only will you hear it  
among military personnel, it  
is also a popular phrase in  
the business world. It was  
the title of a book written

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Page  
by Rick Page in 2001, Hope  
is Not a Strategy: The 6

Keys to Winning the Complex  
Sale, and one by Ted Gee in  
2008, Hope Is Not a  
Strategy: Simple Solutions  
for Doing Business in the  
21st Century.

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Who Said "Hope Is Not a Strategy"? - YourDictionary  
Hope Is Not a Strategy is most valuable for those who are new to large account and large ticket selling. For those with lots of

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experience, the book is helpful in providing a structure for sales team planning and coordination. As a test of the book's relevance, I took a potential sale that our firm is wrestling with and put it

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through the process. A  
number of valuable insights  
came from ...

Hope Is Not a Strategy: The  
6 Keys to Winning the  
Complex ...

“Hope is not a strategy”: A

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CEO expressed her frustration with executives who ask to discuss potential challenges with their plans outside the harsh scrutiny of the strategy room. Most strategic plans look like hockey sticks, she says,

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“because hope springs eternal” that a projected “base case” will materialize. Now, when a business ...

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McKinsey & Company

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“Hope is not a strategy” may be an accepted aphorism, but so is the adage that “an 80 percent solution today is better than a 100 percent solution tomorrow or next week.” Hope need not be the ending point of strategy,



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but it is an essential element. It frames strategy's narrative, and it prevents paralysis by analysis, allowing for creative, optimistic adaptation. The icon of the

...

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HOPE IS NOT 'A' STRATEGY:  
IT'S THE ONLY STRATEGY - US  
Army ...

Hope inherently encourages  
misty-eyed thinking, it  
rounds off the corners of  
life's sharp edges and

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blinkers us to a future that might not be founded on reality. Hope as a strategy, rejects facts and glosses over evidence. We must distinguish between hope as a positive thinking attitude and hope as a strategy.

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Hope is not a strategy (but  
we still need it) |

Distinction

Hope is not a strategy. Luck  
is not a factor. Fear is not

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an option.  
Page

Quote by James Cameron:

"Hope is not a strategy.

Luck is ...

Hope is not a strategy.

Posted by Nick McConnell

September 15, 2020 . The

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most recent update on retail sales from the KPMG-BRC monitor highlighted how physical stores continue to struggle despite the post lockdown retail sales rise. Over the three months to August the monitor reported

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that in-store sales of non-food items declined 17.8% on a total and 8.5% on a like-for-like basis. Whilst this

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lombardi, who said hope is  
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Instead intakes the kind of  
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outlines in Hope Is Not a  
Strategy."--Geoffrey Moore,  
author of Crossing the Chasm

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and Inside the Tornado.

Master of the complex sale, Rick Page is the author of the bestselling book, *Hope Is Not a Strategy*, and one of the most sought-after sales consultants and trainers in the world. He

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Bago  
has taught his breakthrough  
selling strategies to ...

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Complex ...

Hope is a strategy. Yeah,  
right. But it is. After a

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few decades of helping  
organizations create highly  
actionable, measurable,  
living strategic plans that  
adapt to the changing world  
instead of ...

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Sort Of) - Harvard Business  
Review

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a

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Strategy."--Geoffrey Moore,

author of Crossing the Chasm  
and Inside the Tornado

Master of the complex sale,

Rick Page is the author of  
the bestselling book, Hope

Is Not a Strategy, and one  
of the most sought-after

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sales cons  
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Hope Is Not a Strategy: The  
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Complex ...

Hope becomes acceptable only  
when the risk is low enough  
to not require a strategy at

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all. Thus, hope is not a strategy, but a label you stick to something that you don't need to think about in great details. Next time you hear the word "hopefully" when discussing a strategy or part of one, ask yourself



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if the subject of that hope  
is important or risky enough  
to require a strategy. Don

...

Hope is not a strategy. |

CoderHood

While hope is necessary, it

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alone is not a strategy.

Before announcing change, ensure your leadership team can articulate how the change will help fulfill your mission long-term. If a decision seems to conflict with your values, lean into

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the tension and discuss why  
it's the right course.

Proactively addressing  
tension helps people respect  
your reasoning and  
willingness to make tough

...

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Hope Is Not a Strategy -

Jarrard Phillips Cate &  
Hancock

They hope the two departments collaborate successfully (people work with each other). They hope the new initiative makes a

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Page  
difference (people buy into the idea). The problem is, if your outcome depends on other people to take action in a specific way, hope is not enough. As one of my business mentors used to say, "Hope is not a

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strategy".  
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Hope is not a strategy -  
Brilliant Minds  
Hope is a beacon in dark  
times. There is significant  
evidence supporting that a  
strong belief in a desired

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outcome can influence  
achieving that outcome. My  
personal belief in the power  
of hope is significant – so  
much so that it is my  
daughter's middle name. Yet  
I entirely believe that Hope  
is Not A Strategy.

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Caregiven

Hope is not a strategy. By  
Paul Bray in AV over IP, The  
Guide to AV over IP May 14,

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2020 0. Moving to AV-over-IP  
is a strategic decision that  
needs detailed planning.  
Matching its integration  
with the overall IT strategy  
of the business is  
especially important, Paul  
Bray finds. If you are

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selecting an AV-over-IP  
solution and do not already  
have a company-wide AV  
strategy, now could be a  
good ...

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O. NHS Innovation

Accelerator Mentor, Adrian  
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Fellows in getting 'business-ready'. Here, he shares his advice and tips for innovators and entrepreneurs looking to commercialise their health innovation and set ...

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Hope is not a strategy - NIA

Hope Is Not a Strategy.

Stephen Thorne. Feb 24, 2017

· 6 min read. This is the first of a series of articles I intend to write and publish, each one drawing from a part of the

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