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Selling To Big Companies Jill Konrath

**Robert Bruce Miller, Stephen E.
Heiman, Tad Tuleja**



Selling To Big Companies Jill Konrath

SNAP Selling Jill Konrath,2010-05-27 Selling is tougher than ever before Potential customers are under extreme pressure to do more with less money less time and fewer resources and they re wary of anyone who tries to get them to buy or change anything Under such extreme conditions yesterday s sales strategies no longer work No matter how great your offering you face the daunting task of making yourself appear credible relevant and valuable Now internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments speed up decisions and win sales with these short fused frazzled customers Drawing on her years of selling experience as well as the stories of other successful sellers she offers four SNAP Rules Keep it Simple When you make things easy and clear for your customers they ll change from the status quo Be iNvaluable You have to stand out by being the person your customers can t live without Always Align To be relevant make sure you re in synch with your customers objectives issues and needs Raise Priorities To maintain momentum keep the most important decisions at the forefront of their mind SNAP Selling is an easy to read easy to use guide for any seller in today s increasingly frenzied environment *Agile Selling* Jill Konrath,2015-07-07 Being an agile seller virtually guarantees a prosperous career When salespeople are promoted switch jobs or face new business conditions they need to learn lots of new information and skills quickly It s a daunting task compounded by the fact that they re under intense pressure to deliver immediate results What Jill Konrath calls agile selling is the ability to quickly learn all this new info and then leverage it for maximum impact Having an agile mindset one that keeps you going through challenging times is the crucial starting point You also need a rapid learning plan that helps you establish situational credibility with your targeted or existing customers in just thirty days In *Agile Selling* you ll discover numerous strategies to help you become an overnight sales expert slashing your path to proficiency Jill Konrath s fresh sales strategies provocative insights and practical advice help sellers win business with today s crazy busy prospects **More Sales, Less Time** Jill Konrath,2016-12-06 I felt like time was taunting me Behind again You ll never get it all done I worked harder and longer hours sacrificing my limited personal time to stay ahead of the game Still it wasn t sufficient My work just kept expanding demanding more of me I could never seem to call it a day In my entire career I d never faced a sales problem of this magnitude Sound familiar If so you re probably an overwhelmed seller Your clients expect more with faster turnarounds Your quota keeps going up You need to leverage social media keep up to date on your industry figure out how to sell new products and services and learn all the latest technologies The demands are never ending You could work nonstop around the clock and still not get it all done It s a huge problem faced by experienced sales pros busy entrepreneurs and sales rookies If you don t stay on top of your time it s tough to make your numbers let alone blow them away Konrath a globally recognized sales consultant and speaker knew she needed help but found that advice aimed at typical workers didn t work for her or for others who needed to sell for a living

Salespeople need their own productivity guidelines adapted to the fast paced always on sales world So Konrath experimented relentlessly to discover the best time savers and sales hacks in order to deliver the first productivity guide specifically for sales success In *More Sales Less Time* Konrath blends cutting edge behavioral research with her own deep knowledge of sales to teach you how to succeed in this age of distraction You ll discover how to Reclaim a minimum of one hour per day by eliminating major time sucks and changing the way you tackle e mail and social media Free up time to focus on activities that have the highest impact on your sales results such as preparing researching strategizing and connecting with customers Optimize your sales processes to eliminate redundancies and wasted time Transform your mind set to effortlessly incorporate new more productive habits leverage your best brainpower and stay at the top of your sales game Konrath helps you develop strategies specifically tailored to your life in sales using your strengths to cut through the feeling of being overwhelmed All salespeople have the same number of hours in a day it s up to you to rescue your time to sell smarter

Dealstorming Tim Sanders, 2016-02-23 Sales genius is a team sport As a B2B sales leader you know that by Murphy s Law despite your team s best efforts some deals will inevitably get stuck or key relationships will go sour And too often it s the most important ones the last thing you need when millions of dollars are on the line Dealstorming is Tim Sanders s term for a structured scalable repeatable process that can break through any sales deadlock He calls it a Swiss Army knife for today s toughest sales challenges It fixes the broken parts of the brainstorming process and reinvigorates account management for today s increasingly complicated sales environment Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale You may think you are applying teamwork to your challenges but don t be so sure There s a good chance you re operating inside a sales silo not building a truly collaborative team across your whole company The more disciplines you bring into the process the more unlikely but effective solutions the team can come up with Sanders explains his seven step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo CareerBuilder Regus and Cond Nast You ll learn how to get the right team on board for a new dealstorm relative to the size of the sales opportunity and its degree of difficulty The key is adding people from non sales areas of your company making them collaborators early in the process That will help them own the execution and delivery after the deal is done The book includes real world examples from major companies like Oracle and Skillsoft along with problem finding exercises innovation templates and implementation strategies you can apply to your unique situation It s based on Sanders many years as a sales executive and consultant personally leading dozens of sales collaboration projects It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn Altera and Novell The strategies laid out in Dealstorming have led to a stunning 70% average closing ratio for teams across all major industries leading to game changing deals and long term B2B relationships Now you can learn how to make dealstorming work for you

[Selling to Big Companies](#) Jill Konrath, 2005 Struggling to get your foot in the door of big companies Setting up meetings with corporate

decision makers has never been harder It s almost impossible to get them to pick up the phone They never return your calls And if you do happen to catch them they blow you off right away It s time to stop making endless cold calls or waiting for the phone to ring In today s crazy marketplace new sales strategies are needed to penetrate these big accounts Selling to Big Companies helps you crack into corporate accounts shrink your sales cycle and close more business **High-Profit Selling** Mark HUNTER,2012-02-14 In the high pressure quest to make a sale acquire a contract and beat out other bidders sales professionals frequently resort to cutting prices offering discounts or making other concessions that cut into their operating margins short term strategies that are destructive to the long term sustainability of their business High Profit Selling helps readers understand that their sales goal shouldn t simply be to sell more but to sell more at a higher price and that success comes only to those focused on profitable sales This eye opening book shows readers how to Avoid negotiating Actively listen to customers Match the benefits of their product or service with the customer s needs and pains Confidently communicate value Successfully execute a price increase with existing customers Ensure prospects are serious and not shopping for price Too many salespeople believe that a sale at any price is better than no sale at all This powerful guide helps move readers toward a profit centered approach that will strength en their relationships and increase their bottom line *How to Say It: Business to Business Selling* Geoffrey James,2011-12-06 There are approximately 35 million business to business sales reps in the country selling everything from books and computers to furniture and flooring They know as well as anyone that selling to other businesses is not the same as selling to consumers Businesses have different budgets needs demands and expectations from those of general consumers That means an entirely different skill set is required of business to business sales reps How to Say It Business to Business Selling is the only book of its kind that caters exclusively to business to business sales professionals Its short chapters provide tips and strategies tailored especially for the unique business to business selling process You ll learn how to Motivate Yourself to Sell Craft an Elevator Pitch Find Hot Sales Leads Make a Cold Call Use Voicemail to Sell Give a Sales Presentation Write a Sales Proposal Give a Product Demo Negotiate the Best Deal Close a Sale Create a Powerful Sales Process Sell to Top Executives Build Sales Partnerships Get a Customer Referral Accelerate Your Sales Cycle With How to Say It Business to Business Selling you can sell business to business like a seasoned pro **The Sales Magnet** Kendra Lee,2013-01 **Sales Mind** Helen Kensett,2016-02-04 We re all selling something every day whether at work or closer to home But with advanced technology and mass competition it s never been harder to capture people s attention That s why we need to develop our sales mind mastering our innate selling skills will help us cut through the noise in any situation Drawing on the wisdom of psychology mindfulness and cultural history as well as a lifetime in sales Helen Kensett has created 48 beautifully illustrated tools to help you become more focused and develop a more mindful approach gather crucial knowledge about your buyer market and what you re selling identify and communicate clearly the key aspects of your pitch up your creativity generate the best ideas and close the deal From quick tricks for getting focused

to simple skills like writing killer emails Sales Mind is full of practical tools real world tips and psychological insights to help you improve your selling at every step **Selling to Zebras** Jeff Koser,Chad Koser,2008-10 Even the most competitive companies only close about 15 percent of the deals in their sales pipelines That means that salespeople spend time with prospects who 85 percent of the time aren t going to buy Wouldn t those salespeople rather spend more time pursuing prospects they knew they could close Or spend time with their prospects where it matters most at an executive level Readers who are ready for exceptional results for themselves and their companies need Selling to Zebras The Zebra way can help salespeople identify the perfect prospects for their companies their Zebras and develop a sales process that will help them close deals 90 percent of the time The Zebra method of selling will Increase close rates Shorten sales cycles Increase average deal size Reduce discounting and increase margins Make better use of scarce resources Make customers happy creating a stable of great references Jeff and Chad Koser don t just offer theories and concepts They give readers specific tools models and spreadsheets they can customise to make the Zebra way the best way for their companies to do business

Take the Cold Out of Cold Calling Sam Richter,2008 Presents advice on using Internet searching to perform successful telephone sales Insight Selling Mike Schultz,John E. Doerr,2014-04-30 What do winners of major sales do differently than the sellers who almost won but ultimately came in second place Mike Schultz and John Doerr bestselling authors and world renowned sales experts set out to find the answer They studied more than 700 business to business purchases made by buyers who represented a total of 3 1 billion in annual purchasing power When they compared the winners to the second place finishers they found surprising results Not only do sales winners sell differently they sell radically differently than the second place finishers In recent years buyers have increasingly seen products and services as replaceable You might think this would mean that the sale goes to the lowest bidder Not true A new breed of seller the insight seller is winning the sale with strong prices and margins even in the face of increasing competition and commoditization In Insight Selling Schultz and Doerr share the surprising results of their research on what sales winners do differently and outline exactly what you need to do to transform yourself and your team into insight sellers They introduce a simple three level model based on what buyers say tip the scales in favor of the winners Level 1 Connect Winners connect the dots between customer needs and company solutions while also connecting with buyers as people Level 2 Convince Winners convince buyers that they can achieve maximum return that the risks are acceptable and that the seller is the best choice among all options Level 3 Collaborate Winners collaborate with buyers by bringing new ideas to the table delivering new ideas and insights and working with buyers as a team They also found that much of the popular and current advice given to sellers can damage sales results Insight Selling is both a strategic and tactical guide that will separate the good advice from the bad and teach you how to put the three levels of selling to work to inspire buyers influence their agendas and maximize value If you want to find yourself and your team in the winner s circle more often this book is a must read The Accidental

Sales Manager Chris Lytle,2011-03-29 Key skills to make sales managers better developers of salespeople Get out of the firefighting business and into the business of developing the people who develop your profits Successful salespeople rightfully become sales managers because of superior sales records Yet too often these sales stars get stuck doing their old sales job while also trying to juggle their manager role and too often companies neglect to train their sales managers how to excel as managers That s the sales management trap and it s exactly what The Accidental Sales Manager addresses and solves Full of helpful steps you can apply immediately whether you re training a sales manager or are one yourself this practical guide reveals step by step methods sales managers can use to both learn their jobs and lead their teams Get tactics to stop burning time and exhausting yourself while taking effective actions to use time better as a leader Discover how to integrate learning into leading and make sales meetings an active conversation on what works and what doesn t Author has a previous bestseller The Accidental Salesperson Don t get caught in the sales management trap or if you re in it get the tools you need to escape it Get The Accidental Sales Manager and lead your team to do what you do best make sales drive profits and get winning results

Consulting Success Michael Zipursky,2018-10-16 How can you take your skills and expertise and package and present it to become a successful consultant There are proven time tested principles strategies tactics and best practices the most successful consultants use to start run and grow their consulting business Consulting Success teaches you what they are In this book you ll learn How to position yourself as a leading expert and authority in your marketplace Effective marketing and branding materials that get the attention of your ideal clients Strategies to increase your fees and earn more with every project The proposal template that has generated millions of dollars in consulting engagements How to develop a pipeline of business and attract ideal clients Productivity secrets for consultants including how to get more done in one week than most people do in a month And much much more

Stories That Sell Casey Hibbard,2008-04 The first book on capturing and using customer stories to grow your business or cause Introduces a proven process for leveraging your current successes into new sales Learn success story marketing best practices from author Casey Hibbard leading expert on creating and managing customer stories with insight from organizations such as Sage Software SAP Toyota Kronos Amdocs Make A Wish Foundation and dozens of other businesses independent consultants and nonprofits

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The Ultimate Sales Machine Chet Holmes,2007-06-21 NEWLY REVISED AND UPDATED The bestselling business playbook for turbocharging any organization updated for modern audiences with new and never before seen material Every single day 3 076 businesses shut their doors But what if you could create the finest most profitable and best run version of your business without wasting precious dollars on a thousand different strategies When The Ultimate Sales Machine first published in 2007 legendary sales expert Chet Holmes gave us the key to do just that All you need is to focus on twelve key areas of improvement and practice them over and over with pigheaded discipline Now a decade later Chet s daughter Amanda Holmes breathes new life into her father s classic advice With updated language to match our ever

changing times and over 50 new pages of content The Ultimate Sales Machine will help any modern reader transform their organization into a high performing moneymaking force With practical tools real life examples and proven strategies this book will show you how to Teach your team to work smarter not harder Get more bang from your marketing for less Perfect every sales interaction by working on sales not just in sales Land your dream clients This revised edition expands on these proven concepts with checklists to get faster ROIs Core Story Frameworks to get your company to number one in your marketplace and a bonus never before revealed chapter from Chet How to Live a Rich and Full Life that will put you in the best possible mindset to own your career For every CEO manager and business owner who wants to take their organization to the next level The Ultimate Sales Machine will put you and your company on the path to success and help you stay there

Bottom Line Selling Jack Malcolm, 2016-06-02 Your customers and prospects are too busy to bother with any salesperson who promises to add value without an in depth understanding of their business The only way to add measurable value to your customers the kind that gets the attention of high level decision makers is to understand how their business generates cash bring solid ideas for improving their cash flow engine and speak the language that resonates with them Bottom Line Selling shows you how to stand out by becoming a cash flow engineer I read a lot of business books more than 100 a year and I can say without question that Bottom Line Selling is absolutely one of my all time favorites If you want to clearly understand how to use business acumen competitive intelligence and your customer s financials to position yourself as a trusted advisor and close major deals this is a MUST read book John Spence one of America s top 100 business thought leaders I receive several calls each day from salespeople attempting to get on my calendar to pitch their product or service I never cease to be amazed at how low the quality is of the calls and emails that I get and how little the people know about my business If they read this book they may have a chance to get my attention Bill Davidson Senior Vice President Global Marketing and Investor Relations Qualcomm When dealing with today s crazy busy customers it s imperative to be fully prepared to discuss how you can create meaningful business improvement for them That s why I like Bottom Line Selling It shows you how to make sense of your customer s numbers find untapped opportunities and immediately position yourself as an invaluable resource Jill Konrath author of SNAP Selling and Selling to Big Companies The ability to connect with our customers intelligently discussing the business issues is critical to sales success Jack Malcolm s Bottom Line Selling is the best resource I ve seen to help sales people have meaningful conversations on business and financial issues It s a must read for all sales professionals and should be a desktop reference for anyone who deals with customers Dave Brock President and CEO Partners In EXCELLENCE Rarely in sales do you find a methodology that goes past just getting the deal and actually gives you a model to demonstrate significant top and bottom line impact for your customers In today s world where multi level sales relationships are even more critical than ever Bottom Line Selling is a fantastic working guide to anyone who wants to be a world class consultative seller Alexander Turnbull Director Fonterra **The Only Sales Guide You'll Ever**

Need Anthony Iannarino, 2016-10-11 The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge sales success through strategies backed by extensive research and experience Anthony Iannarino never set out to become a salesman let alone a sales manager speaker coach or writer of the most prominent blog about the art and science of great selling He fell into his profession by accident as a day job while pursuing rock and roll stardom Once he realized he d never become the next Mick Jagger Iannarino turned his focus to a question that s been debated for at least a century Why are a small number of salespeople in any field hugely successful while the rest get mediocre results at best The answer is simple it s not about the market the product or the competition it s all about the seller And consequently any salesperson can sell more and better all the time Over twenty five years Iannarino has boiled down everything he s learned and tested into one convenient book that explains what all successful sellers regardless of industry or organization share a mind set of powerful beliefs and a skill set of key actions including Self discipline How to keep your commitments to yourself and others Accountability How to own the outcomes you sell Competitiveness How to embrace competition rather than let it intimidate you Resourcefulness How to blend your imagination experience and knowledge into unique solutions Storytelling How to create deeper relationships by presenting a story in which the client is the hero and you re their guide Diagnosing How to look below the surface to figure out someone else s real challenges and needs Once you learn Iannarino s core strategies picking up the specific tactics for your product and customers will be that much easier Whether you sell to big companies small companies or individual consumers this is the book you ll turn to again and again for proven wisdom strategies and tips that really work *Emotional Intelligence for Sales Success* Colleen Stanley, 2013 Why do salespeople frequently fail to execute even when they know what they should do **Strategic Selling** Robert Bruce Miller, Stephen E. Heiman, Tad Tuleja, 1985

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