

《销售大赛》

图书基本信息

书名：《销售大赛》

13位ISBN编号：9780470836750

10位ISBN编号：047083675X

出版时间：2005-12

出版社：John Wiley & Sons Inc

作者：Blake, Tom/ Hodson, Tom/ Enrico, Tony

页数：249

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu111.com

《销售大赛》

内容概要

If the process of buying and selling makes the world go round, then why does it have such a lousy reputation? Customers are wary of those who come selling, and salespeople have become embarrassed by their roles. Reversing this trend means adopting a new mindset, different processes, and fresh disciplines. In *Championship Selling*, three of North America's most respected sales leaders offer a powerful, yet remarkably simple, vision of what it means to sell, as well as innovative techniques and tools for establishing mutually productive relationships with customers. Most selling today is the same as it has always been — transactional. That is, the salesperson tries everything to get a foot in the door, follow their own agenda, close the deal and move on. However, transformational selling focuses on listening to, and working with, the customer to build enduring relationships that are valuable to both parties, and last far beyond the first transaction. *Championship Selling* portrays sales as a complex, vital, ongoing process, and outlines techniques and exercises to help salespeople, and their companies, evolve from a transactional mentality to a transformational one, for better long-term results.

Praise for *Championship Selling*

"Every business leader and sales professional will benefit from *Championship Selling*."

—Jeffrey J. Fox, bestselling author of *How to Become a Rainmaker*

"*Championship Selling* provides a comprehensive framework for individuals and entire companies to build lasting value. Read this book if you don't want to be left behind."

—Mike Charette, Vice President Customer Development - Wal-Mart, Johnson & Johnson

"*Championship Selling* will help you see the customer in a refreshing new light."

—Tom Greco, Senior Vice President Sales, Frito-Lay North America

"Forget books on getting the customer to see it your way. *Championship Selling* tells you something much more valuable: how to see it the customer's way."

—George Cooke, CEO, Dominion of Canada General Insurance

"The concepts in *Championship Selling* speak directly to the shift companies need to adopt if they want to position themselves for success in today's environment."

—Steve Fox, Senior Vice President Customer Business Development, Nestlé

"Sales leaders of the future will need to become customer general managers. *Championship Selling* will get them on the right road — fast."

—Tom Muccio, former President Global Customer Teams, Procter & Gamble

"You'll never look at customers the same way again."

—Tim Boissinot, Executive Vice President, Quebecor

"*Championship Selling* gives you the tools to create enduring, sustainable value. If you want a leadership edge, this is the book to get."

—Kevin Cashman, CEO, LeaderSource and bestselling author of *Leadership from the Inside Out*

《销售大赛》

作者简介

Tom Blake: Founder, President & CEO of Optim é International, Tom Blake has nearly three decades of experience in leadership, development and sales, including 18 years with Procter & Gamble. Tom ' s blend of candor, enthusiasm and inspiration has helped nu

《销售大赛》

书籍目录

Acknowledgements Introduction PART ONE The Sales Revolution 1. Embracing the Shift The Sales Function: Moving to the Fore 2. Making the Connection The Aspiring Sales Champion Could I Get Some Training Here? So How Am I Doing? The Sales Transformation 3. Changing the Focus The Championship Organization: Becoming--and Staying--Customer-Centric Moving Beyond Product-Centricity Leveraging the Entire Team Creating Value through Sales Champions Stoking the Fire 4. Building the Structure The Traditional Organizational Structure Functional Efficiency The Creation of Customer Value 5. Unleashing the Power The Power of Customer Orientation The Championship Effect Championship Relationships Toward Execution PART TWO The Performance Pyramid 6. Perspective: Embedding Championship DNA The Championship Mindset Attitude Emotional Intelligence Belief Systems The Five-Point Championship Perspective Climbing the Pyramid 10 Questions for Reflection: Perspective 7. Playing Catch: The Heart of Championship Selling Pitching 8. Preparation: Developing a Plan for Strategic Customer Management. 9. Cresting the Performance Pyramid: Process and Presenting. 10. Seizing the Challenge.

《销售大赛》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu111.com