

# 《Why Killer Products》

## 图书基本信息

书名：《Why Killer Products Don ' T Sell - How To Run Your Company To A New Set Of Rules如何在新规则中操控你的公司》

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## 内容概要

### 在线阅读本书

Coming from conversations with executive teams of technology companies, venture capitalists, and M&A advisers, the insights contained in *Why Killer Products Don't Sell* are gold dust. First the book lays bare the claim that sales is sales is sales. It exposes the 4 very different "Buying Cultures" and how they should be approached: Value Offered, Value Added, Value Created, and Value Captured. But it also gives a proven methodology for assessing a company's product mix ("offering" vs "buying culture"), and a transformation approach to optimize sales and improve competitiveness.

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## 书籍目录

Acknowledgments Foreword Introduction What this book is about Why we wrote this book A bar in Rotterdam Who should read this book How to read use this book 1: SOME KILLER PRODUCTS REALLY DON ' T SELL So many products, so few sales Heroic failures So firstly, what is a failure? 2: IT ' S NOT HOW YOU SELL, BUT HOW CUSTOMERS BUY Sales is sales is sales - right? 4 Buying Cultures How does this all relate to the Geoffrey Moore ' s Chasm? WIIFM - so what exactly does this all mean to me? How do people buy? Momentum = getting the right people on board 3: IF THEY ARE BUYING - ARE YOU SELLING? Choosing the correct Buying culture Exploring the buying cultures Different buying cultures, different operational cultures What does a Value Captured Company feel like? What does a Value Created Company feel like? What does a Value Added Company look like? What does a Value Offered Company look like? 4: THE BEST KEPT SECRET - VALUE CREATED SALES Why Value Created Why do some many companies get it wrong? Vital Signs Why is Value Created difficult? A Value Added salesman in Value Created sales cycle A now some good news 5: THE MAGIC OF A VALUE CREATED COMPANY The Perfect Storm The case for change Management R&D Marketing Sales Delivery Support Safety notes 6: SO WHAT CAN I DO ABOUT IT? CEO CEO of Start-up Chief Operations Officer Sales Director Head of M&A Head of Marketing Investors or VCs Head of Innovation 7: ALWAYS CHANGE A WINNING TEAM Can you have too much success? So, are you performing? Transformation - the OCA Methodology Using the OCA Methodology The Final Word: a Summary Appendix Case Study - Eden Project Book summary - Common Approach, Uncommon Results: How adoption and delivers the results you deserve Book summary - Crossing the Chasm & Inside the Tornado Book summary - The Empty Raincoat: Making Sense of the Future Book summary The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything Leading vs lagging metrics Running senior management workshops Case Study - First Recovery

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