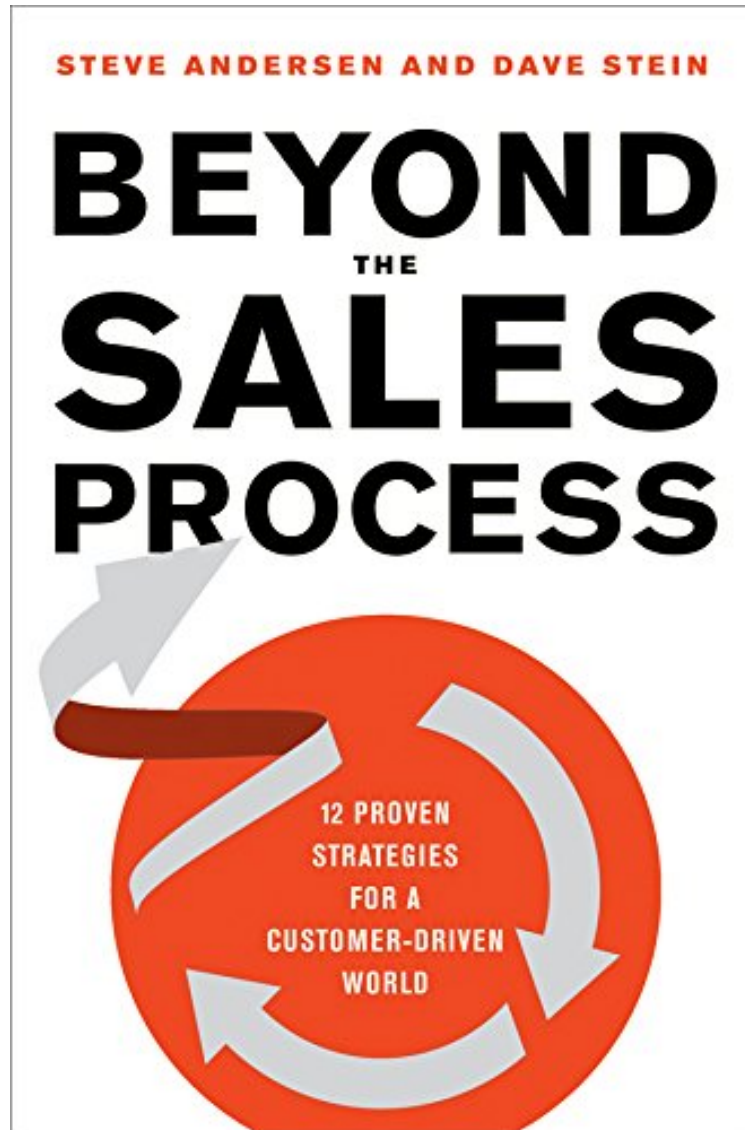


(Mobile library) Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World

Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World

Dave STEIN, Steve Andersen

*ebooks / Download PDF / *ePub / DOC / audiobook*



DOWNLOAD



+

READ ONLINE

#548676 in eBooks 2016-04-04 2016-03-04 File Name: B01A2O4R16 | File size: 58.Mb

Dave STEIN, Steve Andersen : Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World:

5 of 5 people found the following review helpful. Valuable but repetitive By Jeremy Donovan Here is a summary of the key points in the book: I. General: - Strive for mutual value creation by becoming a trusted advisor - Develop relationships between your executives and theirs - Share best-practices and industry knowledge with your prospect-

Personalize every conversation (including emails and voicemails)- "Discovery is perpetual"; since business conditions and objective are ever-changing- Take notes during all meetings- Know that no single value proposition applies to every customer- Work with intensity and urgency on the things that matter most to the customer- "value, alignment, relationships, and growth"; represent the four most important words in contemporary strategic account management;- "it can take 5 to 8 years to develop a mature SAM (strategic account management) program"; II. Before the sale- Become a student of your customer by asking good questions and avoiding positioning your solutions too early. Give before you get.- Research key information, including: o specific objectives / goals / key initiatives and what success looks like; this includes overcoming major internal external challenges and realizing opportunities o industry dynamics (Porter's forces: competitors, suppliers/partners, government, hellip;) o their history with your organization o business structure and organizational structure (BUs and key people including influencers and blockers) o their value proposition to their customers (including who their most valuable customers are) o significant internal and external news events o decision making process including their team and evaluation criteria o your competition for the account- "The best source for information about your customer is your customer"; III. During the sale- Approach business strategically and consultatively rather than "transactionally";- Conduct discovery at all levels to build a deep and wide network of sponsors and supporters throughout your customer's organization"; senior execs focus on the company, middle managers on their BU, and individual contributors on their project- Trust then verify during discovery- Identify "the obstacles and risks associated with proceeding (or not proceeding)" with your solution- Ensure there is an executive sponsor on their decision making team- Position on the following elements: product/service; resources; expertise; customer experience; brand reputation- Provide references to reduce their perceived risk- Help "your customer understand your company's training and knowledge transfer capabilities"; IV. After the sale- You have not won the business until agreements are signed- Ask "why"; once you are selected (or not selected)- Engage customers immediately following the sale since that is when they are most nervous- Help (them) assess your performance with mutually acceptable (success) metrics;- Provide a single point of contact to serve as an internal advocate to focus on the client's needs and save them the frustration of navigating your organization- Periodically review "Past proven value"; by tallying up and summarizing the external drivers, business objectives, and internal challenges that you and your organization helped your customer address in the past, as well as the solutions you have provided and the unique value that yours "ve created and co-created together"; and identify "any new and different drivers and pressures impacting their business";- Promptly resolve problems and conflicts as they arise- Run best practice sharing forums for customers

1 of 1 people found the following review helpful. Achieve Sales Growth By Thinking Beyond the Sales Process By Mike Kunkle Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World First, and more soon about why - this book is exceptional. If you work in the sales profession in any role - from top leadership (actually, including C-suite outside of sales, but certainly CSO, CRO and even CMO), frontline sales manager, B2B sales pro, and any and all sales support roles (training, enablement, effectiveness, operations, or whatever title your company uses) - read and devour this book. Then, begin a plan to systematically adopt its recommendations in your company. Now, before going on, I should disclaim that one author, Dave Stein, is a friend, and I'm getting to know the other author, Steve Andersen. I usually don't write reviews for that reason - I know so many people in the sales performance profession, and I refuse to give a 5-star review unless I mean it. In this case, and a few others this summer, I'm making exceptions and getting back to writing reviews. There has been a flood of great content lately, and our profession needs it. In my opinion, this book is one of the best of these new entrants. After 30 years in the field, either selling, managing, or most often supporting the sales organization, I'm a little disappointed in our profession. I keep reminding myself that life is a bell curve... there are those who excel (and realistically, there are plenty of them, with good examples illustrated through case studies in this book) and those who don't, with a large bubble in the middle of those in-between. Still, I'm disappointed that in 2016, many don't take a more scientific, logical, data-driven, well-thought out, buyer-oriented, solution- and outcome-focused to selling. Some of the short-sightedness that bothers me is due to a myopic focus on managing opportunities, versus managing the customer lifecycle. And even in the practice of lead generation (via marketing or sales-originated), there isn't enough focus on nurturing and creating opportunities, rather than responding to opportunities where the buyer is already thinking about solutions to a problem they're experiencing. This book address all of the above. It uses a simple but highly-effective "Before, During, and After" framework to move beyond how we normally think of the sales process and expand it. If you're looking for growth opportunities in your company, this is framework you'll want to adopt. And before you think that applies primarily to smaller firms or start-ups, consider that the cases in the book include companies like Panasonic, Merck, Siemens, BNY Mellon, Hilton, Adecco, and Honeywell. The case studies, and the large number of them, provide often-missing proof points that Stein and Andersen get it, and that their approach produces real-world results. That should be enough of a reason to buy this book and do something with it. If you need support in executing, Dave and Steve can provide that, but in either case, you should take action and incorporate this thinking in your company, as part of your growth strategy.

2 of 2 people found the following review helpful. Concise and correct -this is the sales formula! By CustomerWow! I've been a sales leader for 20+ years in various sized

organizations and I've seen, heard, read, and have been trained by various sales strategy methodologies and there are always gaps...but this book defines and coaches the perfect formula. Beyond the Sales Process is an incredible resource for individual contributors, small sales teams, mid-size organizations and even perfect for national/international sales organizations. The 12 Strategies in the book make perfect sense and focus on the foundation of what really works. This is not only an individual read for a sales rep, but should be utilized and implemented company-wide.

The average executive spends less than 5 percent of their time engaged in the buying of products and services. This means that in this post-recession business environment, sales professionals who focus solely on the moment of the sale have made a fatal miscalculation. Featuring instructional case studies from companies including Hilton Worldwide, Merck, and Siemens, this evidence-based book provides readers with a proven methodology for driving success before, during, and after every sale. Embracing the entire customer life cycle, Beyond the Sales Process reveals 12 essential strategies, including: Research your customer Build a vision with them for their own success Understand your customer's drivers, objectives, and challenges Effectively position and differentiate Create and realize value together Leverage your results to forge lasting and mutually beneficial relationships Reinforced by research from Aberdeen Group, SAMA, ITSMA, and other experts, this book will help you to grow with your customer and take your sales performance to a whole new level.

"[will] expand your view of what it takes to raise your game." --Jack Malcolm blog "Steve Andersen and Dave Stein explore this process brilliantly in Beyond the Sales Process...[they] have a time tested approach that's rock solid. Make sure you take the time to read, study, execute!" --Partners in Excellence blog "...a fresh, effective approach to engaging, winning, and growing with customers." --Retail Observer "one of the most captivating sales books of 2016 and one we recommend all emerging sales leaders read." --Peak Sales Recruiting "practical, proven methods for effectively positioning and differentiating yourself in an unprecedentedly competitive sales environment enabling you to take your sales performance to a whole new level." --Sales Pro Insider One of Top Sales World's Top 50 Sales Books of 2016 One of Peak Sales Recruiting's 25 Sales Books Every New Sales VP Needs to Read One of Sales Pro Insider's 2016 Sales Must-Read Books "...its timeless wisdom is wrapped within a modernized approach [to] achieving sales success by intelligently creating value for customers." --Tony J. Hughes "The book is a splendid analysis of strategies proven effective in dealing with customers before, during, and after the sale...valuable resource." --Choice One of 2017's 15 Great Business Books You Should Definitely Read This Year" --Jeff Haden, Inc. From the Inside Flap In our new, post-recession B2B sales world, thinking only about how to close an active buyer can be a fatal miscalculation. It's a cold, hard reality: your customers typically spend less than 5 percent of their time engaged in the buying of products and services from you. In order to continuously drive sales, it is imperative to engage with would-be buyers during the 95 percent of their time when they are not buying from you. Presenting 12 proven strategies that top performers use to drive success before, during, and after the sale and featuring revealing case studies from global leaders including Honeywell, Merck, Panasonic, and Siemens Beyond the Sales Process demonstrates how to:

- Extend Your Sales Success by Going Beyond the Traditional Sales Process: Learn how top-performing salespeople and account managers are driving sales success with new and innovative approaches for engaging more effectively with customers, developing and winning new opportunities, and growing and sustaining customer relationships.
- Give Customers New and Powerful Reasons to Engage with You: Understand how to explore possibilities, envision success, and facilitate collaborative discussions with your customers in the "pre-opportunity" phase when they're not buying and how to focus on the things that matter most to contemporary buyers.
- Align with Customers; Position and Differentiate Your Unique Value: Build trust-based relationships with buying and decision teams that establish an unshakeable foundation for mutual value creation, and develop customer-specific messaging that aligns your solutions and value with your customer's success.
- Drive Success After the Sale Through Value Realization and Relationship Growth: Seize the momentum of the value created after your last sale and leverage that success to forge enduring and mutually beneficial relationships with those customers before your next opportunity. Do you really expect your customer to respond favorably if you only show up when they're buying something? Relationships matter. Reinforced by research from Aberdeen Group, SAMA, ITSMA, and other experts, this evidence-based book gives you practical, proven methods for effectively positioning and differentiating yourself in an unprecedentedly competitive sales environment . . . enabling you to grow with your customers, and take your sales performance to a whole new level. STEVE ANDERSEN is President and Founder of Performance Methods, Inc., a sales and account management best-practices consulting firm, whose clients include industry leaders and many of the world's top companies. DAVE STEIN is a sales consultant and strategist whose expertise has been featured in Fast Company, Harvard Business, The Wall Street Journal, Fortune, and Forbes, and an advisor to Sales and Marketing Management magazine. From the Back Cover "You can sit back and wait for the next RFP, or you can read Beyond the Sales Process and join the next generation of highly effective B2B sales professionals. Armed with

the 12 proven strategies in this book, you'll engage customers on a whole new level while creating and winning your own next opportunity." — Paul Merrild, Senior Vice President, Enterprise Sales, athenahealth

"Creating high-value, ongoing client success begins long before the sale happens and continues long after the sale concludes. In *Beyond the Sales Process*, Steve Andersen and Dave Stein provide a clear roadmap on how to move into the high-value space of client collaboration, innovation, and mutual value creation." — Rosemary Heneghan, Director, International Sales Organization, IBM Corporation

Beyond the Sales Process details how to capture, consolidate, and then multiply the power of marketing, sales, and customer service to drive value for customers before, during, and after the sale. The Engage/Win/Grow approach provides the reader with a precise approach for how to do this in today's challenging business environment." — Dr. Kourosh Bahrami, Corporate Vice President/Global Head of Marketing and Sales/Automotive, Metal Aerospace, Henkel

"It's easy to say that trust is critically important to your customer relationships—but the proof is in the doing. *Beyond the Sales Process* lays out in very practical terms how to make it happen: from establishing trust and credibility before there's a sales opportunity on the horizon to helping customers solve their business problems to growing with your customer after closing the sale—and everything in between. A must-buy." — Charles H. Green, co-author of *The Trusted Advisor*, author of *Trust-Based Selling*, and founder/CEO of *Trusted Advisor Associates, LLC*

"Most sales books assume that only the sale matters. Not true. This book considers the whole picture—what's happening when your customers aren't buying from you influences them when they are. Dave and Steve equip you with the right strategies to engage your customers and decisively defeat your competitors." — Yvonne Genovese, GVP, Gartner, Inc.

"Steve Andersen and Dave Stein's Engage/Win/Grow approach is profoundly compelling. . . . These two experts prove once and for all that relationships are critical to your sales success." — Craig Lemasters, President and CEO, Assurant Solutions

"If you want to learn how to win business by engaging with your customers differently than any of your competitors, Andersen and Stein lay out all the answers you'll need, and then some. The book's 12 actionable strategies and behind-the-scenes case studies offer more than just another methodology; they deliver a no-nonsense platform that will lead you directly to your next win." — Paul Nolan, Editor, *Sales Marketing Management* magazine