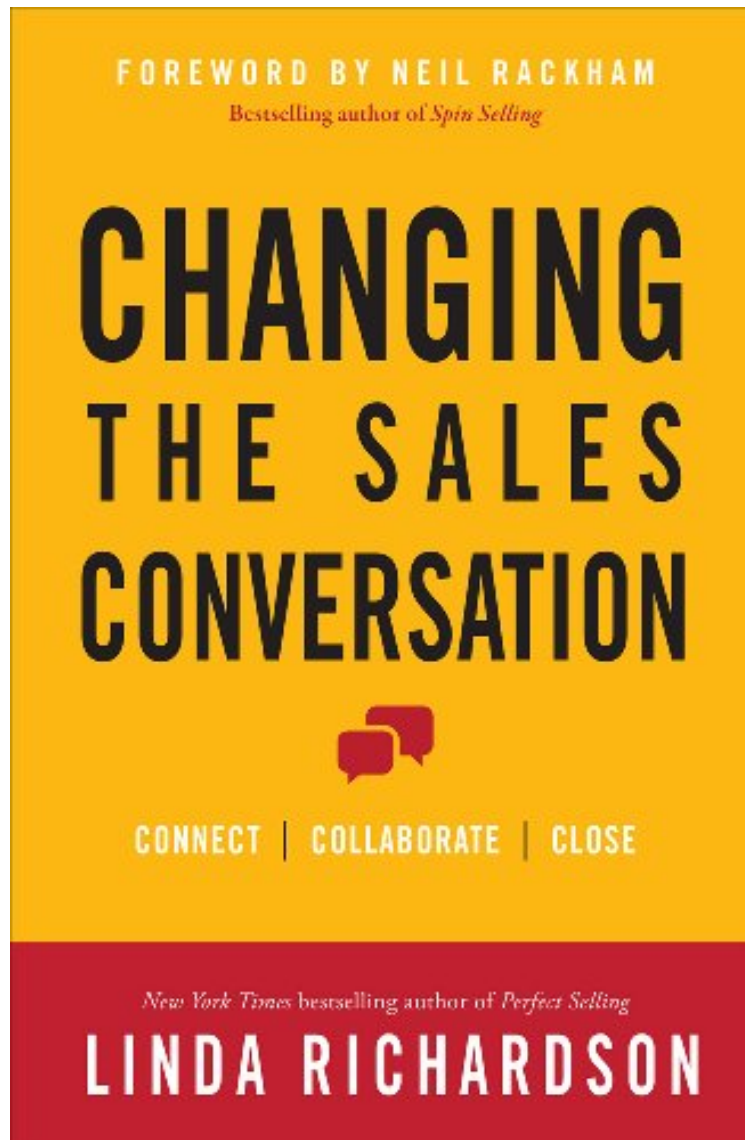


(Ebook pdf) Changing the Sales Conversation: Connect, Collaborate, and Close

## Changing the Sales Conversation: Connect, Collaborate, and Close

Linda Richardson

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**Linda Richardson : Changing the Sales Conversation: Connect, Collaborate, and Close** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Changing the Sales Conversation: Connect, Collaborate, and Close:

3 of 3 people found the following review helpful. Very poorly organizedBy gdaddyI'm going to start by saying I am a huge Linda Richardson fan. I sincerely think Perfect Selling and Stop Telling, Start Selling are two of the best sales books ever written. This book doesn't hit the mark. The biggest issue I have is it is one of the most poorly organized books I've ever read. It doesn't lay out a clear process like her other books. Basically the book is, "The sales

conversation needs to change from what I've previously said. Now you need to provide an insight before asking a question." If she would have just updated Perfect Selling and added a portion on adding insights to your conversation it would make more sense and be written in a practical way.

4 of 4 people found the following review helpful. Linda Richardson Has Done It Again! By kdaraca I am a long-time, diehard fan of Linda Richardson's work. So I was eagerly anticipating this book but also a big skeptical -- after all, how often can one person offer truly new breakthroughs and fresh ideas? My concern was that Linda, a pioneer in both sales coaching and in consultative selling, would be held back by her own previous works. Happily, I was wrong. There are a great many new ideas and fresh perspectives in Changing the Sales Conversation. As she's done in earlier works, Linda offers a solid foundation of research and credible arguments for every point she makes. She connects the dots between articles and studies and predictions you may have heard elsewhere to assemble the "what this means to you" that sellers need now. What I like best about this book are the clear contrasts between what sellers needed to do just a few years ago and what they need to do now and into the future. One page offers 15 very specific contrasts about the new approach to gaining knowledge (e.g. "from features and benefits to risk and value," and "from pitching to collaborative teaching"). It all centers on changing the dialogue between the seller and the buyer, and Linda lays out why and how to do this.

0 of 0 people found the following review helpful. I loved the book by all means. By Ashraf A Osman I loved the book by all means, in fact it is consultative selling my preferred methodology that I teach, however I have spotted some typos: Location 167: "breathrdquo; , should read "breadthrdquo"; Location 241: "This elite group are the the legends and luminaries rdquo; , there is an additional "therdquo"; Location 497: "What has been your experience has been with your VOC initiative sordquo; There is an extra "has beenrdquo"; Location 797: "alternative with the current or more common approachrdquo; , wrong spelling Location 1414: "success: Support your solution with proof (e.g., researchbased data and/ or metrics, a successrdquo; , two words combined in one "researchbasedrdquo; as opposed to research-based as spelled in Location 1379 Location 1526: "Asales process maps out the stages of a sale.rdquo; , the words A and sales are combined "Asalesrdquo; Location 1768: "From whom will I get postpresentation client feedback?rdquo; the words post and presentation are combined "postpresentationrdquo; ;

The proven new sales strategy from New York Times bestselling author Linda Richardson Learn how to create better, more effective dialogs with customers in today's hyper digital world In this era of iPads, iPhones, and apps, sales communications may be growing, but sales conversations are dying--and so are too many sales. The New Sales Conversation helps you use new links and technologies without losing the very reason for making a connection in the first place--a chance to exchange the winning words that lead to a successful close and a loyal customer. Richardson Provides five easy-to-remember keys to bringing value to customers: Futuring (Predictive Preparation), Heat-mapping (New and Emerging Needs), Value-tracking (Proof of Solution), Phasing (Verifiable Outcomes), and Linking (Emotional Connection) Linda Richardson is the founder and Executive Chairwoman of Richardson, a global sales training business. She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center.

About the Author Linda Richardson is the founder of Richardson, a global sales performance company where she serves as executive chairwoman. She consults with sales organizations and sales leadership on sales process and sales effectiveness. She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center. Her last book, Perfect Selling, was a New York Times bestseller and received the SBA gold medal for best sales book. Richardson is credited with starting the consultative sales movement, which has guided most sales methodologies used by companies for the past few decades. Changing the Sales Conversation takes consultative selling to the next level to enable salespeople to succeed in the internet influenced sales environment.