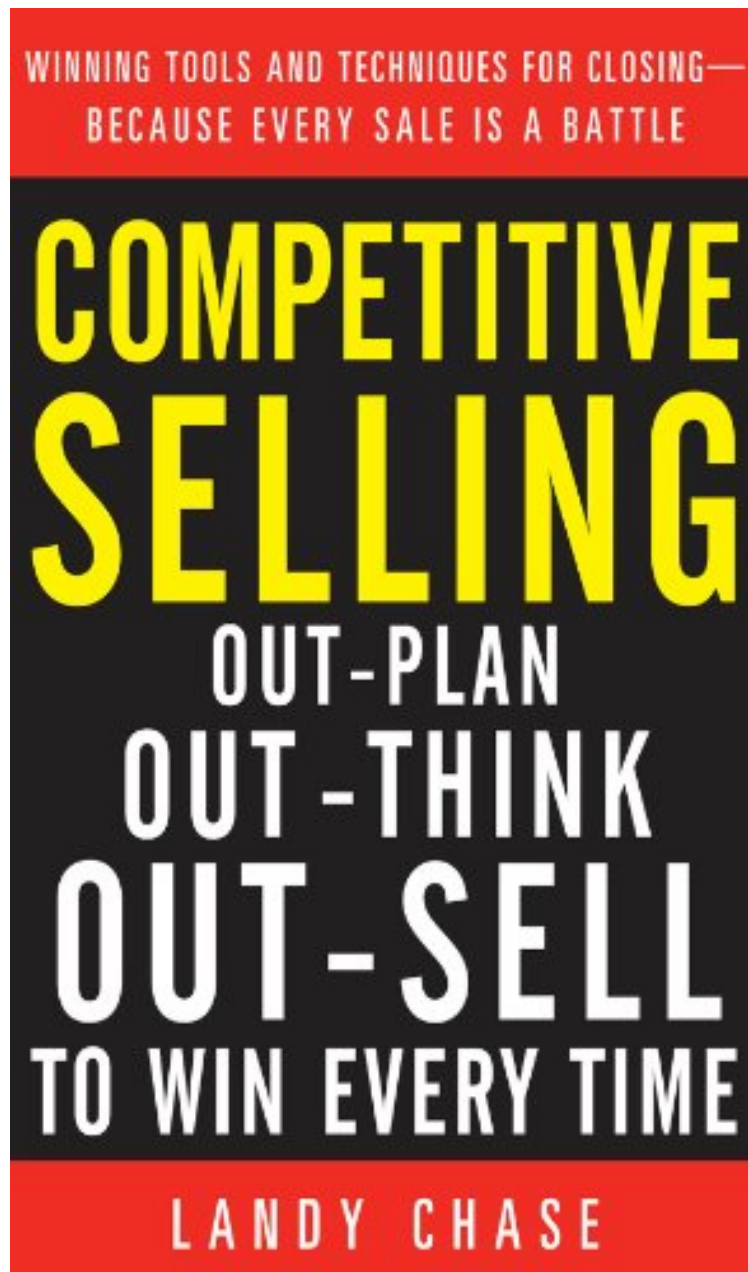


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Competitive Selling: Out-Plan, Out-Think, and Out-Sell to Win Every Time

Landy Chase

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0 of 0 people found the following review helpful. This book made me THE BEST in SALES at my company by tightening my Core Sales Fundamentals! By E. Padgett This book goes back to the very fundamentals of selling and is great for both newbies and experienced sales people. I bought this book back in 2010 when it was first published and found it to be helpful for me then, and have gone back to it as reference material several times over the last 6 years. It is one of those books that some experienced sales people may dismiss it because their ego is such that they know it all and believe it is worthless because they think they did not learn anything new or already know everything in this book. What I find refreshing about this book is that in sales, no matter how long you have been practicing sales, even if you know you do everything, you do not always practice everything in this book and if you think you do - you are fooling yourself. This book brings you back to the roots of great selling, breaks the sales process down in slow motion, anticipates questions, and provides solutions. I am now one of my company's top sales representatives and I attribute a lot of my success to adhering to the fundamentals in this book.

0 of 0 people found the following review helpful. Five Stars By cnealhelpful 0 of 0 people found the following review helpful. we all know one does not win every time but still a good read. By Customer OK, we all know one does not win every time but still a good read.

Become a Dominant Predator in today's dog-eat-dog sales environment There's a hard fact that we all have to face: Buyers have evolved. They've become shopaholics. They almost never consider a single vendor when making a buying decision. Instead, they call you and your competitors and choose from multiple options. They know that pitting you against your competition always works to their benefit. In today's sales environment, only the strongest and smartest live to sell another day. Master sales strategist Landy Chase calls these top performers dominant predators; salespeople who consistently win business, at higher prices, by crushing the competition at every turn. He knows exactly how they do it because he's the one who teaches them how to do it. Now, it's your turn. In *Competitive Selling*, Chase reveals the master strategy of the dominant predator, offering a proven, step-by-step process for entering the fray as a prepared and confident warrior. You'll learn how to: Identify your competition before meeting with the buyer Open competitive selling opportunities Out-flank your competitors using the Client Needs Analysis Eliminate competitors without badmouthing them Stand out to the decision makers Win sales even as the higher-priced option It's a jungle out there. The goal in today's winner-take-all world of selling is to make every selling opportunity an unfair fight; in your favor. You have to adapt to your surroundings and take control of your environment. Be assured, your competitors are out there trying to do the same thing. *Competitive Selling* provides the techniques and skills for seizing the advantage before they even see you coming.

From the Back Cover *Competitive Selling* has what you need to out-maneuver, out-negotiate, and out-sell everyone who stands between you and the sale. It reveals exactly how today's highest achievers win every battle and provides a blueprint for replicating this success, including how to: Position yourself as the expert on your client's needs Differentiate your value proposition from that of the competition Access the most important decision makers prior to writing a proposal Sell winning proposals that ignore stated budgets Negotiate effectively when selling against other competitors Close sales that lock out competitors and win you the business A complete reeducation on how to approach the sales process, *Competitive Selling* provides a brutally realistic view of the sales environment today and offers the means for fighting your way to the top of the food chain and staying there.

About the Author Landy Chase founded his own sales training and consulting firm in 1993 and has clients in more than sixty industries on five different continents. He has delivered more than two thousand paid presentations as a professional speaker and holds the Certified Speaking Professional (CSP) designation from the National Speakers Association, the highest earned level of excellence in the industry.