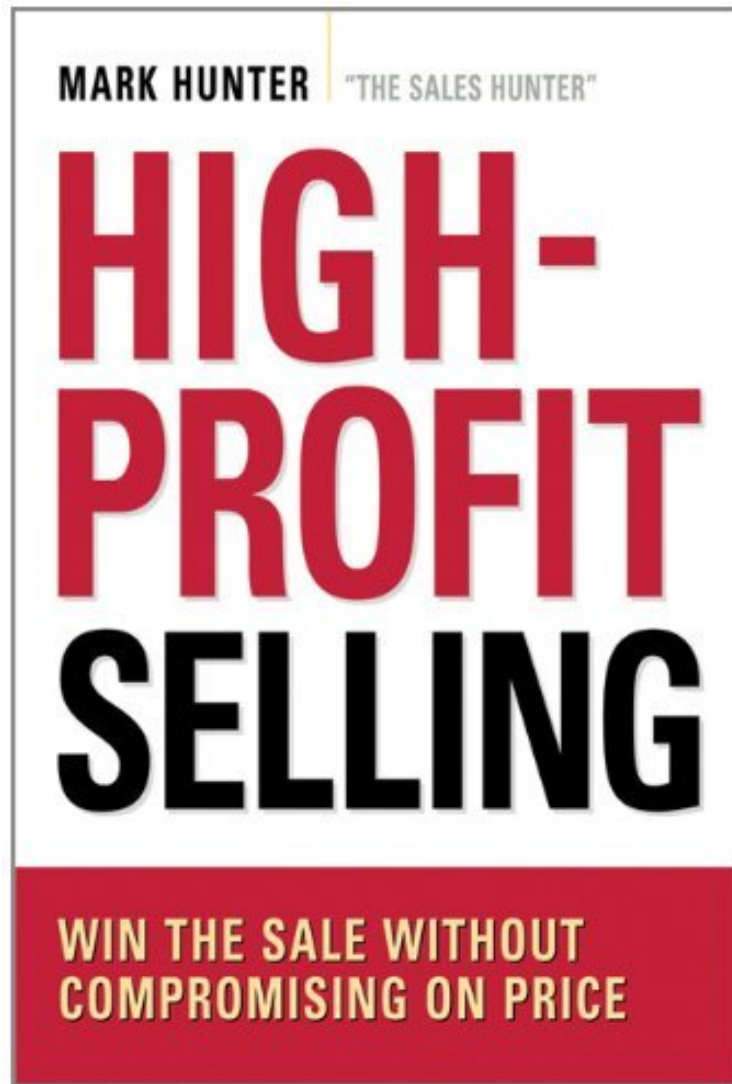


(Free download) High-Profit Selling: Win the Sale Without Compromising on Price

High-Profit Selling: Win the Sale Without Compromising on Price

Mark Hunter

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Mark Hunter : High-Profit Selling: Win the Sale Without Compromising on Price before purchasing it in order to gauge whether or not it would be worth my time, and all praised High-Profit Selling: Win the Sale Without Compromising on Price:

11 of 11 people found the following review helpful. Wrong premise - good book on sales By Customer Mr. Hunter is the real deal. He clearly understands sales and has a lot of good advice. I loved his stories and his advice on selling. Very valuable reading. For example, Mr. Hunter's distinguishing between needs and benefits was brilliant. How to have conversations with customers that distinguishes between truth and misinformation was great. Here are few other examples: "If you change how you think, you can then change how you deal with the customer. By changing how you

deal with the customer, you can take control of the process and move yourself away from dependence on discounting to closing sales." "Something is not a need or a benefit until the customer tells me it's a need or benefit." That said, book is wrong in my judgement, both in that price doesn't matter and that profit should be important to a salesperson. Mr. Hunter states that the premise of the book is that salespeople should maximize profit. The whole book is about how profit is good, necessary, and how to sell more profitably. While I agree with that 100%, it has nothing to do with the average salesperson, our jobs or the mandates of most companies. Frankly, it is the company's responsibility to determine value, effective price points, and be profitable. It is my job to sell and achieve results according to the commission plan management has established. We have a commission plan. We have a quota. In my 30 years of B2B selling capital equipment for large companies profit has never been a factor. Weekly funnel reviews, pumped up forecasts, desperate closing techniques at month and quarter end, as well as hail Mary end-of-year desperation plays are the norm. While we mutually denounce Senior Managers parachuting in to close deals by sacrificing margins and conditioning customers to expect those discounts, that is the norm - and it isn't going to be changed by the customer-facing salesperson. So who is this book written to? If the answer is Sales Leadership then it is a must read. Entrepreneurs get it already; salespeople do what they get paid for. If commissions and job security (can you say meeting quota) are not based on profits behavior isn't going to change. Bottom line is this, and the reason I've given this book 4 stars: Mr. Hunter is knowledgeable and a great sales consultant and trainer. This book is full of good advice illustrated with entertaining stories all illuminated by years of experience. I'm glad to have read this book and will keep it in my library. The chapter on Prospecting is one of the very best on the subject. There are some really good sales processes and advice in this book. How to deal with purchasing departments; how to handle RFPs; a detailed questioning and tactical sales presentation, these are just a few examples. Good Selling everyone! 1 of 1 people found the following review helpful. I found it to be an easy read with many stories from the author's experiences outlining ... By Dave Having worked on the purchasing side of a multibillion dollar business for over 30 years I picked up the book to see what the other side of the equation was thinking. I found it to be an easy read with many stories from the author's experiences outlining his learnings and thus the strategies he was promoting. Procurement professionals are always pushing price but we need our suppliers to remain profitable. I was struck by the number of strategies the author shared that I found refreshing as opposed to a sales person who is always waffling on price and performance and does not stand by their product. I always had more respect for sales staff who would stand by their price and who clearly shared the product value. They are the folks that I would end up doing more repeat business with even if they maybe lost the first sale. 7 of 7 people found the following review helpful. Produce More Business at the Zenith of Profit Margins By Robert Terson When in September 2011 professional sales trainer Mark Hunter (you'll find him at @TheSalesHunter on Twitter) asked me to read the manuscript of his new book "High-Profit Selling: Win the Sale Without Compromising on Price," I said, "Sure," and, to my great surprise, devoured it in a day-and-a-half--I couldn't put it down, it was that sensational. The book itself is now a permanent fixture on my iPad. Mark's a guest-post contributor to my site, and in my opinion one of the most knowledgeable, articulate, talented people in the sales-training field. He's also a man of great character and integrity who makes a difference for his clients, so it didn't surprise me that he's written a book of such vital Truths, which all of you should pay attention to, especially in these times of shrinking margins and diminishing returns. Mark's insights will change the way you think about discounting, price, negotiating, and, above all, the all-important concept of value. The book is filled with personal stories and Mark's proven methods. You'll discover: 1. How to ensure prospects are serious and not shopping for price. 2. Ways to confidently communicate value. 3. How to avoid discounting and sell at full-price. 4. The secret to successfully executing a price increase with existing customers. 5. Proven methods to grow business and maximize profits. In the blurb I wrote endorsing "High-Profit Selling: Win the Sale Without Compromising on Price," I said, "If you want to produce more business at the zenith of profit margins (don't we all!), 'High-Profit Selling' is your ticket to Valhalla. Mark Hunter's expertise on this vital point of selling is unequalled. You're probably going to send him a thank-you letter for all the extra income he puts into your pocket." I'm asked to read a lot of sales books. There are some great ones out there; but none of them will take you by the hand and teach you how to maximize your profit margins like this book will. This isn't just another book to teach you how to sell; this is a book about making more money for your company and yourself. Even those of you who are Master Salespeople should read this book--the financial rewards will, I predict, astound you.

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating margins; short-term strategies that are destructive to the long-term sustainability of their business. High-Profit Selling helps readers understand that their sales goal should not simply be to sell more, but to sell more at a higher price; and that success comes only to those focused on profitable sales. This eye-opening book shows readers how to: Avoid negotiating; Actively listen to customers; Match the benefits of their product or service with the customer's needs and pains; Confidently communicate value; Successfully execute a price increase with existing customers; Ensure prospects are serious and not shopping for price Too many

salespeople believe that a sale at any price is better than no sale at all. This powerful guide helps move readers toward a profit-centered approach that will strengthen their relationships and increase their bottom line.

Dense with information, ranging from the simple to the complex, this book is a must-have for every retailer. It's a nuts-and-bolts how-to born out of real world experience and success." Retailing Insight "In a world with tens of thousands of sales books, is there room for one more? After reading Mark Hunter's new book, I say a loud 'YES!'" --Score More Sales "High-Profit Selling will get you Mark's priceless, hard earned knowledge that will add measurable value to your overall sales process." --Sales du Jour "Mark's insights will change the way you think about discounting, price, negotiating, and, above all, the all-important concept of value; it'll change your professional life." --Selling Fearlessly "Perfect for entrepreneurs who are not confident in their current sales approach to prospects and need a better method for increasing profits more comfortably." --Entrepreneur Library "A very valuable, clearly organized and well written book. A must buy for sales and sales managers." --Knights on the Road From the Back Cover There's a big difference between making sales; and making profitable sales. While it may be tempting to cut prices in order to fleetingly beat the competition, short-term strategies based on offering discounts can destroy the long-term sustainability of your business. In short, your sales goal shouldn't be to sell more; but to sell more at a higher price. High-Profit Selling offers you a whole new way of thinking about sales. The book gives you a comprehensive, step-by-step system for moving toward a profit-centered approach that will strengthen your relationships and increase your bottom line. You'll learn how to: Avoid negotiating; Actively listen to customers; Match the benefits of your product or service with your customers' needs and pains; Confidently communicate value; Successfully execute a price increase with existing customers; Ensure prospects are serious and not shopping for price Customers will always want a deal; . . . and all too often, salespeople are willing to give it to them before digging deep enough to find out what the real issues are behind their buying decisions. High-Profit Selling shows you how to avoid making price the central talking point and focus more on how your product or service meets your customers' needs and desired benefits. All sales aren't created equal. This book shows you how to close deals that truly make a profit. Advance Praise for High-Profit Selling "How do you handle today's crazy-busy, price-sensitive customers? High-Profit Selling shows you numerous strategies you can use to avoid discounting and to reposition your offering as a worthwhile investment." -- Jill Konrath, author of SNAP Selling and Selling to Big Companies "Do you want more profits and more satisfied customers? Look no further than Mark Hunter's book, High-Profit Selling. After decades in the sales industry, he knows what it takes to maximize price -- and now he's ready to show you." -- Ron Karr, author of Lead, Sell, or Get Out of the Way MARK HUNTER, known as "The Sales Hunter," spent 18 years in the sales and marketing divisions of three Fortune 100 companies, and has conducted thousands of customized sales training programs nationally and internationally. His client list includes Coca-Cola, Samsung, Godiva, Abbott, Heineken, Mattel, Unilever, Dole, Novartis, and other industry leaders. His popular blog and website can be found at www.TheSalesHunter.com. About the Author MARK HUNTER, known as "The Sales Hunter," has conducted thousands of customized training sales programs nationally and internationally. His client list includes Coca-Cola, Dole, Fisher-Price, Godiva, Heineken, Mattel, Unilever, and other industry leaders. His popular blog and website can be found at www.TheSalesHunter.com.