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Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale: The 6 Keys to Winning the Complex Sale (Marketing/Sales/Adv Promo)

Rick Page

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"Hope Is Not A Strategy is the best single source for mastering the art of selling complex, high-tech products and services."
—Tom Kosnik, Consulting Professor, Stanford University

HOPE IS NOT A STRATEGY

The 6 Keys to Winning the *Complex Sale*



RICK PAGE

Personal Trainer to 25,000 Sales Superstars

#1 Sales Bestseller

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Rick Page : Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale: The 6 Keys to Winning the Complex Sale (Marketing/Sales/Adv Promo) before purchasing it in order to gage whether or not it would be worth

my time, and all praised Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale: The 6 Keys to Winning the Complex Sale (Marketing/Sales/Adv Promo):

4 of 5 people found the following review helpful. An Excellent Book Simplify The Complex Sale CycleBy Alan L. ChaseInvoke Solutions is one of my client companies. ([...]) Their offices are located next door to ours in Wellesley, MA. Because of some encouraging early success with their unique marketing research software and solution, Invoke's Board recently decided to staff up additional sales territories across North America. Ben Cesare, Invoke's Senior VP of Sales, retained me to help them to find Sales Executives for some of these new territories. Ben came to Invoke with more than 20 years of experience in leading sales teams, including a stint heading up Channel Sales in North America for Apple Computer. Ben understands the world of complex selling!In the course of helping me to understand the kind of candidate that will be most successful in telling the Invoke story, Ben mentioned that his favorite book on the subject was written by Rick Page: "Hope Is Not A Strategy - The 6 Keys to Winning the Complex Sale." It did not take me long to figure out that this book should quickly find its way to the top of my reading list. I have just finished digesting the book. I can see why Ben considers it "the Bible" for the art of complex selling. Over the past several years, I have been trying to learn all that I can about best practices in sales and selling. This thin volume - less than 200 pages - is the best resource I have seen for simplifying the sometimes mystifying and multi-layered process of managing competitive sales.The book is laid out in four major sections:Section 1: The Challenge - The Complex SaleIn this introductory section, Page unravels the intricacies of selling in a rapidly evolving business environment. I found the chapter on "Talent and Team Selling" to be of particular value. In this chapter, he lays out the different kinds of skills that are needed for different types of selling - Tellers, Sellers, Hunters, Farmers, Business Developers, Partners and Industry-Networked Consultants.Section 2: The Solution - R.A.D.A.R.This sections contains the Six Keys that Page refers to in the subtitle of the book.Key 1 - Link Solutions to Pain or GainKey 2 - Qualify The ProspectKey 3 - Build Competitive PreferenceKey 4 - Determine the Decision-Making ProcessKey 5 - Sell to PowerKey 6 - Communicate the Strategic PlanSection 3: Strategies for ExecutionThis section is replete with mini-case studies of how specific sales teams or individuals implemented the execution strategies outlined in this part of the book.Section 4: Winning Before the Battle - Account ManagementPage writes: "A friend of mine was an airborne instructor in the Army. I asked him if it was difficult to get people to jump out of an airplane the first time.`Actually,' he said, `it was harder to get them to do it the second time.'That is my definition of a great salesperson. Will they buy from you the second time?If we oversold or underdelivered, then it wasn't a sale; it was a lie. Lying is easy; selling is hard.A great salesperson sells in a way that leads to trust and repeat business."I recommend this book for anyone who is selling or leading a sales team.I also recommend Invoke Solutions' fascinating new approach to streamlining market research. They are saving their clients time and money while providing more useful market intelligence. Check out their Website.A10 of 0 people found the following review helpful. Sales Growth Edu BookBy BigTSpearSales Growth Book. If you are in sales and don't know this you probably aren't selling anything and should consider a career move.0 of 0 people found the following review helpful. The Ideal Book to Dissuade Hyper-Optimism within a Sales Pitch.By Jason Rivas of SoCalMr. Page definitely mitigates the value of hope within a successful sales strategy. Seasoned Sales Pro's and New Sales Person's can utilize the keys depicted in this easy-to-read novelette, and instantly know where they need to improve. If you are a Sales Person, and optimism is something you can easily identify as a 'that's me' trait-then you need to read this. Optimism has it's place, but not in the boardroom and not as a operating value within a sales pitch.

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines inHope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado Master of the complex sale, Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales consultants and trainers in the world. He has taught his breakthrough selling strategies to thousands of people in 150 companies across 50 countries--an amazing platform that has helped his message spread like wildfire. This paperback edition of Page's runaway sales bestseller schools readers in Page's simple, six-step process for making the sale--no matter how complex the deal or how many people are involved in the buying decision. Integrating the winning selling strategies used by the world's top salespeople, Page shows readers how to: Identify and sell to a prospect's business "pain" Qualify a prospect Build competitive preference Define a prospect's decision-making process