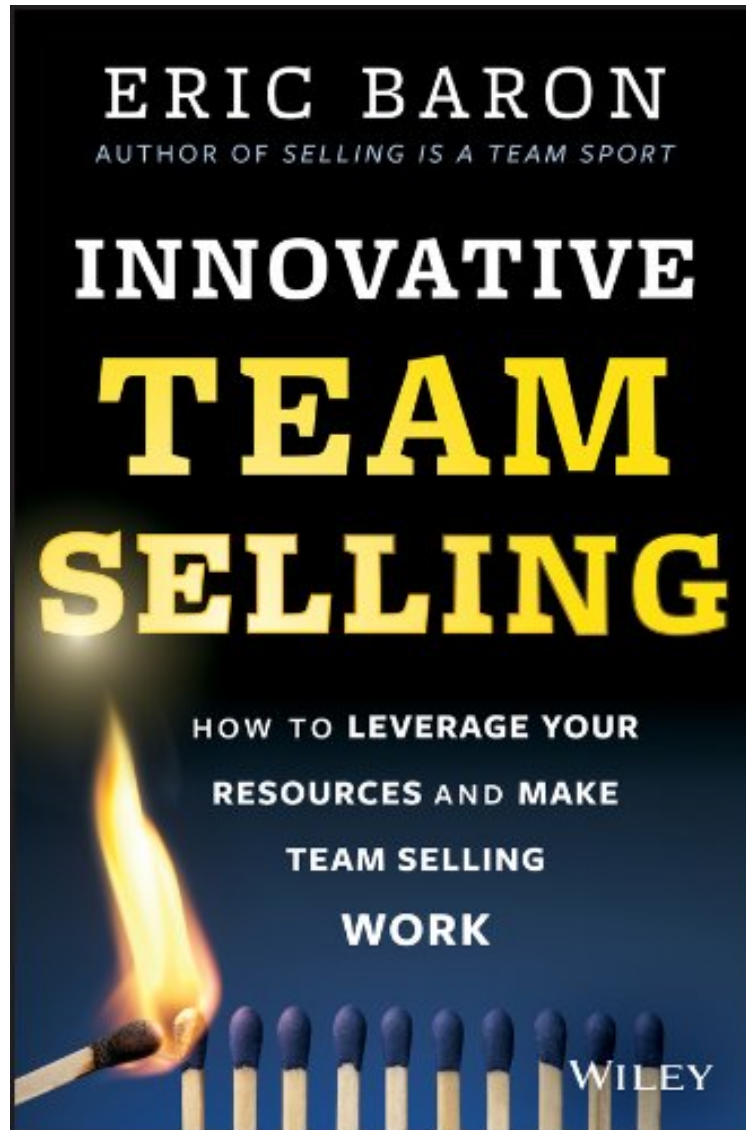


(Free) Innovative Team Selling: How to Leverage Your Resources and Make Team Selling Work

Innovative Team Selling: How to Leverage Your Resources and Make Team Selling Work

Eric Baron

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



[Download](#)

[Read Online](#)

#1000108 in eBooks 2013-05-08 2013-05-08 File Name: B00CQ30BHQ | File size: 71.Mb

Eric Baron : Innovative Team Selling: How to Leverage Your Resources and Make Team Selling Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovative Team Selling: How to Leverage Your Resources and Make Team Selling Work:

2 of 2 people found the following review helpful. Thorough and entertainingBy Jim SchwarzThe author covers so many aspects of the professional selling process; from gathering information on the initial visit to preparing for the finals presentation. The book follows a fictional sales team as they land a big deal. This approach helps to make it both

informative and entertaining. 1 of 1 people found the following review helpful. disappointing
By Denis healy
most of concepts in book relate to outdated paradigms of selling
0 of 0 people found the following review helpful. Good read for sales
By great read
Very nice walk through of team selling and good examples from the real world thrown in to give you a better idea.

Sales teams have the potential to do great work. Most sales teams do not devote enough energy to meeting dynamics and process awareness. The skills related to this are critical components of effective teamwork, collaboration and innovation, both internally and externally. Innovative Team Selling places the focus squarely on what will actually make team selling work within organizations large and small. It outlines how to help your teams master new skills in five specific categories: interpersonal, communication, presentation, problem solving, and facilitation. Author Eric Baron also explores the challenging issue of leveraging resources to develop innovative solutions for clients in order to compete effectively in a globalized economy. Offers actionable strategies and techniques to improve collaboration, innovation and team processes. Demonstrates how to put the right members on the sales call, and how to leverage their expertise before, during and after the call. Explores in depth how teams can work effectively on a day-to-day basis to outperform their competition. Author Eric Baron is founder of The Baron Group and is a highly acclaimed public speaker and has spoken to hundreds of organizations, trade associations and industry groups throughout his career; he is also an adjunct professor at Columbia Business School where he teaches his very popular course, Entrepreneurial Selling Skills to second year MBAs. Innovative Team Selling shows you how to lead and participate in teams that work together effectively; strategize prior to the client meetings; make successful team sales calls; and debrief honestly to determine how to learn and grow from the experience.

From the Inside Flap
Sales teams have the potential to do great work. But most do not devote enough energy to understanding meeting dynamics, nor do they possess the process awareness skills that are critical components of effective collaboration, both internally and externally. Many organizations place too much importance on individual success and not enough on the sales team as a whole. They forget to take advantage of the depth of their organizations. But no matter the size of your organization, it's time to place the focus squarely on what will actually make team selling work. Innovative Team Selling shows you how to lead and participate in teams that work together effectively. It offers actionable strategies and techniques to improve collaboration, innovation, and team processes. It explores in depth how teams can work effectively on a day-to-day basis; whether in-person or remotely; to outperform their competition. And it demonstrates how to make outstanding sales calls in teams. Discover ways to leverage your resources to develop and recommend innovative solutions for clients in order to compete effectively in a globalized economy. With field-tested advice broken down into five critical skills categories; interpersonal, communication, presentation, problem solving, and facilitation; you'll learn how to: Put the right members on the sales call. Leverage each team member's expertise before, during, and after the call. Strategize prior to the client meetings. Execute effective team sales calls. Debrief honestly to determine how to learn and grow from the experience. When sales organizations tap into their collective expertise; when they find the opportunity to collaborate, speculate, and innovate; they can accomplish great things. Make Innovative Team Selling a basic tenet of your organization. Corral your resources and derive innovative solutions that will make your team stand out and win new business.
From the Back Cover
Praise for Innovative Team Selling "I have worked with Eric Baron for more than 25 years; as a colleague, as a client of his, and as a co-consultant. The insights in this book are extremely valuable; in particular in the current world where team selling of complex customer propositions becomes both more central and more challenging at the same time. Bringing together an understanding of consultative selling, team dynamics, and leadership is a powerful combination that will help many teams to dramatically enhance their effectiveness. This book is a powerful tool for anyone who seeks to enhance the effectiveness of selling in today's environment." —David A. Nadler, PhD, Vice Chairman, Marsh McLennan Companies; author of *Champions of Change* and *Building Better Boards* "Fully leveraging sales resources is critical for businesses to succeed in today's dynamic, global economy. Eric Baron explains, in *Innovative Team Selling*, how sales teams can collaborate to derive innovative solutions to help their clients solve their business problems." —R. Glenn Hubbard, Dean and Russell L. Carson Professor of Finance and Economics, Columbia Business School "Individuals can obviously do great work, but high-performing teams consistently produce better results. *Innovative Team Selling* explores how sales teams can collaborate to develop innovative solutions for their clients. We've successfully worked with Eric Baron and his team to deliver these concepts to our client-facing professionals. I'd encourage any organization that believes in team selling to consider what Eric has to say." —Karen Peetz, President, BNY Mellon "Eric Baron and his team have helped me dramatically change cultures at Bankers Trust, Bank One, Citigroup, and AmSouth. Training sales teams to collaborate, leverage each other's expertise, and tap into their creativity will impact any sales organization and help them perform beyond their expectations. It is in your interest to learn how to apply the concepts outlined in *Innovative Team Selling*." —Geoffrey von Kuhn, Managing Director of a large New England Family Office and former head of U.S. Private Bank, Citicorp
About the Author
ERIC BARON is a highly acclaimed public speaker and founder of

The Baron Group. He has been training business professionals in creative problem solving, innovation, consultative selling, team selling, and sales management for more than thirty-five years. His clients include Fortune 500 companies, the largest financial institutions, and many major insurance companies, consulting firms, and universities. He is an adjunct professor at Columbia University Business School where his popular Entrepreneurial Selling course was twice voted by marketing students as the most applicable course offered.