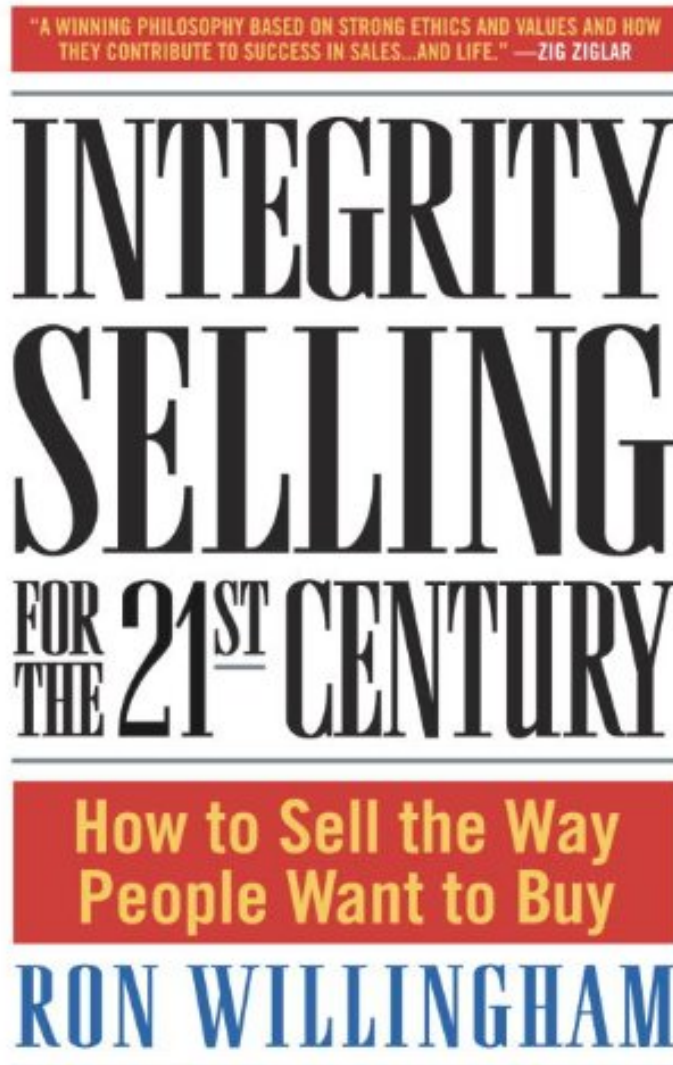


Integrity Selling for the 21st Century: How to Sell the Way People Want to Buy

Ron Willingham

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#450818 in eBooks 2009-05-29 2009-06-03 File Name: B002BH5HN0 | File size: 64.Mb

Ron Willingham : Integrity Selling for the 21st Century: How to Sell the Way People Want to Buy before purchasing it in order to gage whether or not it would be worth my time, and all praised Integrity Selling for the 21st Century: How to Sell the Way People Want to Buy:

4 of 4 people found the following review helpful. Nice Blend of Psychology and SalesBy DrDebThis book offers ideas to optimize a salesperson's mindset as well as their sales skills. It does a good job of integrating a number of different ideas from psychology, ranging from Maslow's hierarchy of needs, to the four behavior/communication styles, to self-

limiting thoughts, to the different aspects of a human being, which the author labels "I think," "I feel," and "I am." The main sales theme of the book is how to become a valued sales consultant instead of an old-fashioned salesperson who uses outdated, manipulative gimmicks that often lead to either a win-lose or lose-win situation. It offers the classic consulting model about understanding where someone is now, listening to where they want to be, and working to close that gap. The author offers a six-step process that can be summed up with the acronym AID, INC: 1. Approach: establish a good rapport with the other person or group. 2. Interview: take the time to listen to people's needs and current level of urgency for a solution. 3. Demonstrate: explain how your products/services meet the customer's unique needs. 4. Val-I-date: establish your credibility before handling sales objections and discussing price. 5. Negotiate: partner with the customer to develop win-win solutions to common sales objections. 6. Close: only after completing all five steps listed above, ask some trial-closing questions to gain final opinions, and then close the sale. I'm a strong proponent of Integrity Selling because of its focus on consulting, listening, and win-win solutions. As long as you're implementing the ideas in the spirit they were offered, I think you'll enjoy tangible benefits in your career. 2 of 2 people found the following review helpful. THE best selling book ever! By J. Worth This book and Integrity Selling changed my life and many of those who have read it and received the training. This is probably the book I would recommend above almost any other I've read. Ron Willingham is a genius as well as a fine gentleman. 0 of 0 people found the following review helpful. First time through By Customer This is still a great book today. Selling isn't difficult when your goal is to take care of your customer. Ron's book details the steps that many of us have known for years, but puts it into a step-by-step process. I am looking forward to reading it for the second and third times.

"I have observed several hundred salespeople who were taught to use deceptive practices like 'bait and switch' and encouraged to play negotiation games with customers... In the same industry, I have observed countless people who had been taught to sell with high integrity. Ironically, their customer satisfaction, profit margins, and salesperson retention were significantly higher." — Ron Willingham If you've tried manipulative, self-focused selling techniques that demean you and your customer, if you've ever wondered if selling could be more than just talking people into buying, then Integrity Selling for the 21st Century is the book for you. Its concept is simple: Only by getting to know your customers and their needs — and believing that you can meet those needs — will you enjoy relationships with customers built on trust. And only then, when you bring more value to your customers than you receive in payment, will you begin to reap the rewards of high sales. Since the publication of Ron Willingham's enormously successful first book, Integrity Selling, his sales program has been adopted by dozens of Fortune 500 companies, such as Johnson Johnson and IBM, as well as the American Red Cross and the New York Times. In his new book, Integrity Selling for the 21st Century, Willingham explains how his selling system relates to today's business climate — when the need for integrity is greater than ever before. Integrity Selling for the 21st Century teaches a process of self-evaluation to help you become a stellar salesperson in any business climate. Once you've established your own goals and personality traits, you'll be able to evaluate them in your customers and adapt your styles to create a more trusting, productive relationship. Drawing upon Willingham's years of experience and success stories from sales forces of the more than 2,000 companies that have adopted the Integrity Selling system, Ron Willingham has created a blueprint for achieving success in sales while staying true to your values.

"Powerful, insightful, and practical. Integrity Selling for the 21st Century dispels outdated methods and techniques and replaces them with a dynamic six-step process for success. A must-read for any sales professional." — Alex Perriello, president and CEO, Coldwell Banker Real Estate Corporation "Integrity Selling is a wonderful tool that analyzes what makes people buy, and breaks down the process into simple and usable bites." — Dennis Manning, president and CEO, Guardian Life Insurance Company of America "Ron Willingham's new book helps salespeople realize that customers are not persuaded so much by what they say but by who they are and how they relate to others. It's a refreshing book that peels back the artificial layers of traditional selling and exposes the true essence of sales success." — Gerhard Gschwandtner, founder and publisher, Selling Power "The Integrity Selling program reminds us there is more to sales than being customer-focused. It's going the extra mile to solve needs, not fill wants. It's making the conscious decision to do things right for people because it's the right thing to do. Now, more than ever, those who believe in ethics, trust, honesty, responsibility, and integrity succeed. Those who don't, do not." — Barry Griswell, chairman, president, and CEO, Principal Financial Group From the Hardcover edition. From the Inside Flap "I have observed several hundred salespeople who were taught to use deceptive practices like 'bait and switch' and encouraged to play negotiation games with customers. They were so stressed by this behavior that they suffered from a high incidence of alcohol and substance abuse, divorce, job-jumping, and low productivity. In the same industry, I have observed countless people who had been taught to sell with high integrity. Ironically, their customer satisfaction, profit margins, and salesperson retention were significantly higher." — Ron Willingham If you've tried manipulative, self-focused selling techniques that demean you and your customer, if

you've ever wondered if selling could be more than just talking people into buying, then *Integrity Selling for the 21st Century* is the book for you. Its concept is simple: Only by getting to know your customers and their needs and believing that you can meet those needs will you enjoy relationships with customers built on trust. And only then, when you bring more value to your customers than you receive in payment, will you begin to reap the rewards of high sales. Since the publication of Ron Willingham's enormously successful first book, *Integrity Selling*, his sales program has been adopted by dozens of Fortune 500 companies, such as Johnson Johnson and IBM, as well as the American Red Cross and the New York Times. In his new book, *Integrity Selling for the 21st Century*, Willingham explains how his selling system relates to today's business climate when the need for integrity is greater than ever before. *Integrity Selling for the 21st Century* teaches a process of self-evaluation to help you become a stellar salesperson in any business climate. Once you've established your own goals and personality traits, you'll be able to evaluate them in your customers and adapt your styles to create a more trusting, productive relationship. Drawing upon Willingham's years of experience and success stories from sales forces of the more than 2,000 companies that have adopted the *Integrity Selling* system, Ron Willingham has created a blueprint for achieving success in sales while staying true to your values.

From the Hardcover edition.

From the Back Cover: Powerful, insightful, and practical. *Integrity Selling for the 21st Century* dispels outdated methods and techniques and replaces them with a dynamic six-step process for success. A must-read for any sales professional.

Alex Perriello, president and CEO, Coldwell Banker Real Estate Corporation: *Integrity Selling* is a wonderful tool that analyzes what makes people buy, and breaks down the process into simple and usable bites.

Dennis Manning, president and CEO, Guardian Life Insurance Company of America: Ron Willingham's new book helps salespeople realize that customers are not persuaded so much by what they say but by who they are and how they relate to others. It's a refreshing book that peels back the artificial layers of traditional selling and exposes the true essence of sales success.

Gerhard Gschwandtner, founder and publisher, *Selling Power*: The *Integrity Selling* program reminds us there is more to sales than being customer-focused. It's going the extra mile to solve needs, not fill wants. It's making the conscious decision to do things right for people because it's the right thing to do. Now, more than ever, those who believe in ethics, trust, honesty, responsibility, and integrity succeed. Those who don't, do not.

Barry Griswell, chairman, president, and CEO, Principal Financial Group