

(Free pdf) The Mind of the Customer: How the World's Leading Sales Forces Accelerate Their Customers' Success (Marketing/Sales/Adv Promo)

## **The Mind of the Customer: How the World's Leading Sales Forces Accelerate Their Customers' Success (Marketing/Sales/Adv Promo)**

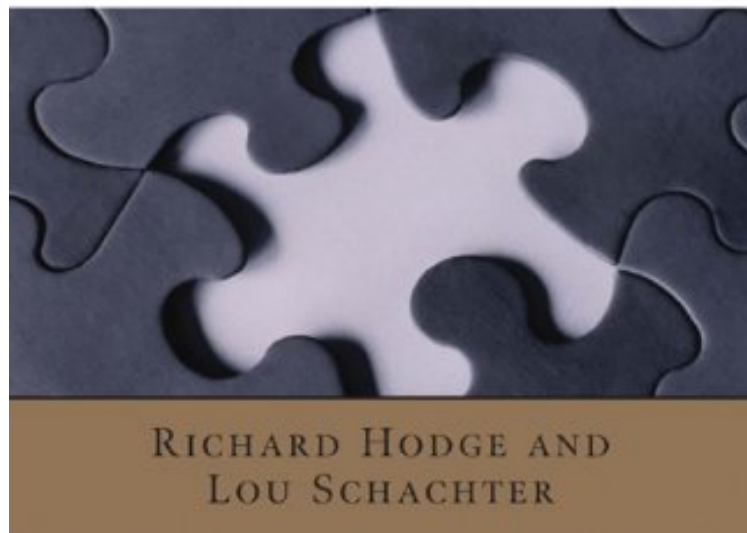
*Richard Hodge, Lou Schachter*  
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*"The secrets that leading sales forces have,  
up till now, kept to themselves."*

—GREG SHORTELL, Senior Vice President of Sales and Marketing, Nokia

# **THE MIND OF THE CUSTOMER**

HOW GREAT COMPANIES LIKE  
UPS, LEXUS, AND NOKIA HAVE  
REINVENTED THE SALES PROCESS  
TO ACCELERATE THEIR  
CUSTOMERS' SUCCESS



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**Richard Hodge, Lou Schachter : The Mind of the Customer: How the World's Leading Sales Forces Accelerate Their Customers' Success (Marketing/Sales/Adv Promo)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mind of the Customer: How the World's Leading Sales Forces Accelerate Their Customers' Success (Marketing/Sales/Adv Promo):

2 of 2 people found the following review helpful. Covers critical concepts very well  
By CustomerMarketing, to be done right, is among the most challenging and difficult functions in any enterprise, and particularly in the highly fluid customer environments of today. When done right, it also yield enormous benefit (i.e., profits) to the enterprise. This book covers very well the three fundamental concepts that lie at the heart of effective and successful marketing - identifying and packaging value, messaging and communication to the customer of that value, and value selling - the ability to follow through on that messaging and converging it into a profitable transaction for both. The book falls behind in not being able to get into the operational aspects of this process, but I still think it serves enormous value just to be able to articulate these core powerful concepts really well.  
0 of 0 people found the following review helpful. To the point.  
By Tim McGonagle This book is not filled with a bunch of theory that is hard to implement. This book gives you tools to be successful tomorrow. I sell through a distribution network, and have bought this book for a couple of my customers and they have been very grateful for sharing, and we will use this approach toward building value for our mutual customers.  
0 of 0 people found the following review helpful. Understanding the customer is an art. This book puts ...  
By Jon Understanding the customer is an art. This book puts it into perspective and shows how important it is to understand the customer.

Reinvent the Sales Process in Your Own Organization  
"Today's sales professionals have to find a way to contribute to their customers' ability to satisfy their own customers and achieve their critical business goals."  
--Dale Hayes, Vice President of Sales, UPS  
"The old world of buying them a scotch and having a great dinner is not enough.... The speed of change, the availability of information to your customers, and aggressive global competition has produced a new playing field."  
--Rick Cheatham, Sales Director, Information Processing Systems Division, Avery Dennison  
Let the world's best sales forces show you a new way of selling that redefines success. Today's competitive edge belongs to the salespeople who deeply understand their customers' businesses and who accelerate the rate at which their customers realize tangible business results. The Mind of the Customer explores the ways leading companies like UPS, Toyota, Nokia, and others achieve exceptional performance. The book builds on the proven performance-improvement training techniques of The Real Learning Company to supply sales and marketing professionals with a dynamic, straightforward plan to: Improve profitability  
Raise productivity  
Increase customer satisfaction  
Rich graphical models illustrate key concepts, while contributions from industry leaders provide eye-opening perspectives on how sales in changing--and how you can create competitive advantage amidst that change.

From the Back Cover  
Be passionate about the customer's business results. Know their competitors, problems, issues, and needs. Foresee future needs. Keep commitments. Follow up ruthlessly. Be a facilitator of change. These are the rules by which world-class salespeople operate. No longer is it sufficient for a sales professional to rely on the techniques pioneered half a century ago: a radical change is underway in the marketplace and you must innovate in order to keep up. The Mind of the Customer offers an in-depth analysis of today's customers' wants, needs, and problems, and reveals groundbreaking insights into the new expectations of today's top sales executives. Drawing from their interviews with 96 high-level executives at corporations such as Lexus, Nokia, and UPS, The Real Learning Company's Richard Hodge and Lou Schachter uncover what the new generation of salespeople needs to know to succeed--what clinches the deal, what loses it. The Mind of the Customer presents a four-pillared approach that defines a world-class sales force strategy: UNDERSTAND: Know what drives each business, what challenges the business faces, and what global and industry contexts the business operates within. CREATE: Appreciate what each customer really values. Pay attention to all the relevant dimensions of value and avoid solely price-driven interactions. COMMUNICATE: Make presentations interactive and negotiations cooperative. Create an atmosphere amenable to change and mutual success. MANAGE: Provide opportunities for salespeople to gain knowledge, develop new mindsets, and build skills. Focus on coaching and education. The rapid rate of information exchange coupled with increasing global competition means that customers can now demand more. They require a sales professional who understands the changing needs of their company and who can gauge their own role in it. As the rules of the game change, different players will take the lead. New kinds of sales professionals, sales managers, and sales leaders will emerge. The Mind of the Customer offers a crucial roadmap for the future of sales success. About the Author  
Richard Hodge founded the Real Learning Company in 1994 after holding both sales leadership and other executive roles in global companies, where he worked with customers who included half of the Fortune 500. He helped to develop new technology categories and worked with Lexus, UPS, Genentech, American Express, and others to implement new breakthrough strategies. Lou Schachter is senior vice president for design and development at the Real Learning Company. Before joining the Real Learning team, he wrote learning programs for salespeople at a variety of companies, including Cisco and Merck. Previously, Lou helped lead the fast growth of a specialized communications firm.