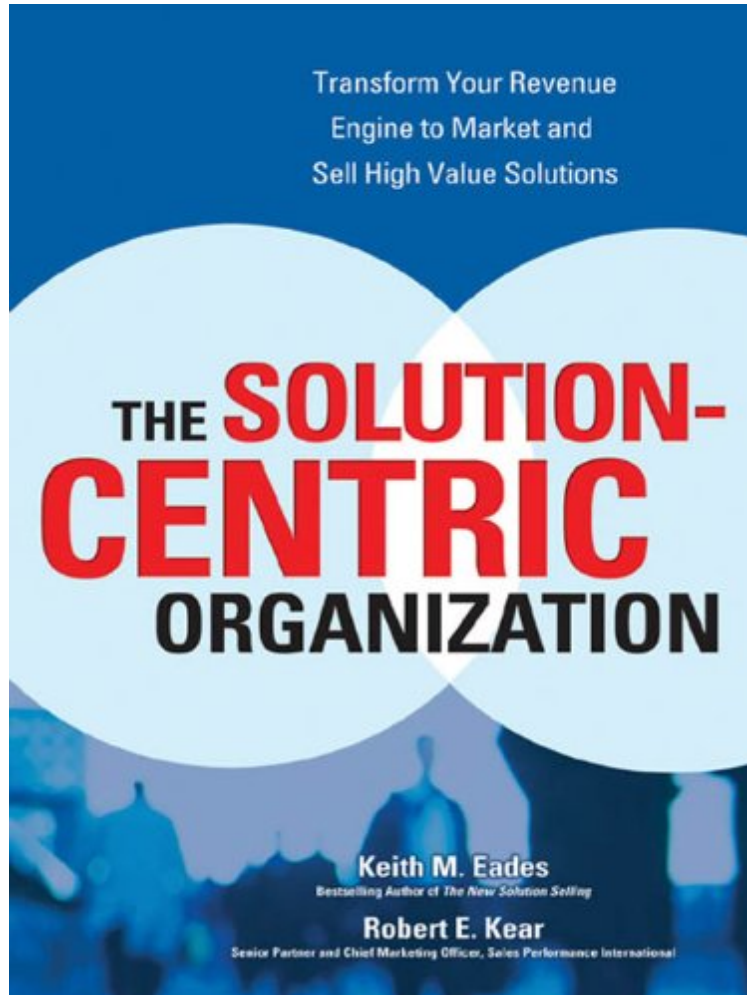


The Solution-Centric Organization

Keith M. Eades, Robert Kear

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Keith M. Eades, Robert Kear : The Solution-Centric Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised The Solution-Centric Organization:

1 of 1 people found the following review helpful. Great overview of solutions-oriented fundamentals By Randall Ponder I found this book to be extremely helpful in understanding--and confirming--what I knew about companies' reliance on product and price and how shallow is this approach. As the review says, "The Solution-Centric Organization provides a comprehensive framework for moving companies away from a product/price orientation to a successful, solution-centric approach that includes sales, marketing, communication, and a problem-solving mentality." Randall Ponder, Baton Rouge, Louisiana. Organization Development: A Jossey-Bass Reader (The Jossey-Bass Business and Management Reader Series) 2 of 2 people found the following review helpful. ...and I thought the first two books were good... By pbm... but "The Solution Centric Organization" is amazing. With a pointed message that sales is about getting your entire organization aligned around solutions, Eades and Kear clearly communicate more than the "what" and the "why"--they drill into the "how". With a far clearer writing style than the first

"Solutions" books, the authors discern between solutions and 'pseudo-solutions'. The last part of the book gives easy to use tools to ascertain specific areas to improve and it describes ways to begin to get the organization aligned. "The Solution-Centric Organization" will impact our company more than any business book I've read. 0 of 0 people found the following review helpful. Customer focused By DLP - Ohio I use The solution centric organization book as a training tool for myself, my sales team, and my crew. I use excerpts from the book in weekly meetings. We are not there yet, but having this book as a guide, at least we know where we are going.

The Solution-Centric Organization provides a comprehensive framework for moving companies away from a product/price orientation to a successful, solution-centric approach that includes sales, marketing, communication, and a problem-solving mentality. Written by the CEO and Marketing VP of Sales Performance International (SPI), a company that has trained thousands of senior managers in the principles of Solution Selling, this business-building resource shows how to transform an organization so that it can better solve customers' problems, and thereby differentiate itself from the competition. The Solution-Centric Organization takes managers step by step through: A New Sales Environment: provides the rationale for transforming a company into a solution-centric organization, fully describing the emerging emphasis on solution-centricity, the growing trend in solutions focus, and common reactions to sales performance problems in business today Solution-Centric Concepts and Principles: explains the essentials of solution-centricity and how to embrace them, exploring the implications for sales, the kinds of organizational transformations needed to become solution-centric, and the dangers of "pseudo solutions"; A Practical Framework to Drive Performance Improvement: offers a systemic approach for aligning marketing and sales functions to support solution-centric behavior and integrate those activities to improve revenue generation Sales Performance Health Check_ presents a methodology for assessing where systemic factors have a negative impact on overall sales performance, featuring objective assessment criteria for each of 26 performance areas and numerous templates and tools for understanding customer problems and needs Designed to help organizations capitalize on the realities of 21st century business, this essential management guide contains clear starting points for moving a company to the powerful solution-centric model, plus practical benchmarks for measuring the success of the transformation. Authoritative and easy to use, The Solution-Centric Organization equips forward-looking companies with all the concepts, methodology, and techniques needed to reap the rewards of becoming solution-centric: significant competitive advantage, larger sales volume, increased revenue and profit, higher employee morale, and greater customer loyalty.

About the Author Keith Eades is the founder, president, and CEO of Sales Performance International (SPI). He has consulted with the senior management teams of leading edge organizations and trained thousands of sales and executive management professionals on the principles of Solution Selling. Robert Kear is vice president of Marketing at SPI. He has more than 20 years of extensive, hands-on experience in all facets of technology industry management.