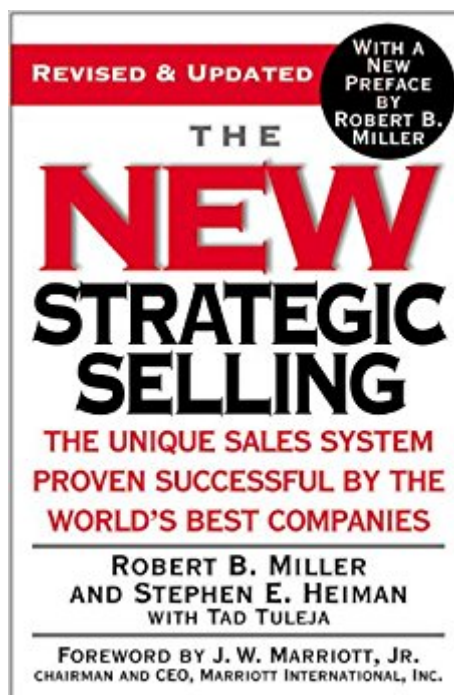




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The New Strategic Selling: The Unique Sales System Proven Successful By The World's Best Companies



Synopsis

The Book That Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate and helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list in the industry. The New Strategic Selling This modern edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: * How to identify the four real decision makers in every corporate labyrinth * How to prevent sabotage by an internal deal-killer * How to make a senior executive eager to see you * How to avoid closing business that you'll later regret * How to manage a territory to provide steady, not "boom and bust," revenue * How to avoid the single most common error when dealing with the competition.

Book Information

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Customer Reviews

Robert B Miller brings almost 40 years experience in sales, consulting and executive management to help clients succeed in the sales arena. Stephen E Heiman has worked in sales development for over 30 years. Latterly he was Miller Heimans President, CEO and chairman. Tad Tuleja is Miller Heimans staff writer. They are also the authors of the other Miller Heiman best sellers, Large Account Management and Conceptual Selling. Miller Heiman is a global leader in sales training and

its prestigious blue-chip client list is testimony to its success. --This text refers to an out of print or unavailable edition of this title.

The original is great. This would be great if it's the first edition you've read. If you are looking for a lot of new material in the new edition vs. the original I think you will be disappointed. The updates don't justify paying for a new updated book. That said, I think this is the best complicated sale book I've ever read.

One of the most important books ever written on the subject of B2B complex sales. Back in the late 90's we used this book as the foundation for a Strategic Selling System at a \$500 million dollar chemical company, and it was a game-changer. One of the biggest problems in B2B sales is either (a) selling to the wrong type of customer or (b) selling to the wrong people within the account. This book tackles these issues head on. Chapters 5 - 10: The best description ever written about how to successfully navigate the complex sale. Specifically, how to identify the four key buying influences, understand their receptivity to change, and create win-win deals. Chapters 14-15: How to avoid wasting time with low-quality prospects and focus on ideal, best-fit customers. Chapters 17-18: How to use the sales funnel to prioritize work, move deals forward at a steady, predictable rate, and avoid the roller coaster effect. Bottom line is, if you sell products, services or software to other businesses --- or manage and support others who do --- this is required reading. If you're involved in account-based marketing, it's double-required.

Worth a read for anybody thinking about relationship selling. Some good concepts and goof background information. Like all selling books it portrays itself as the best thing since sliced bread but the content and the thinking is made me do helped get over the hype. I would recommend this book and approach to others.

Clear, concise, and very practical, this is a great book for sales professionals at all stages in their careers. The book presents strategic selling logically and explains basic tools and tactics to implement strategic selling in your organization or your person sales approach. It would be useful as assigned reading as part of a training program and as a desk reference for people in the process of selling and trying to understand specific challenges or obstacles. V

Great buy, worth the money

I recently purchased this book due to a recommendation from a colleague. I've been in Real Estate Sales for 15 years and always thought of myself as a (very) good salesperson, but got into B to B sales five years ago and wanted to prepare myself to take my business to the next level. Well, I've been really busy and only to chapter 5 but I can assure you this is the book you hoped to find. My mind has been opened to the dynamics behind corporate sales and decision making. Not that I (or you) don't know it already in concept, but the methodology in this book provides a framework from which you can create predictable, repeatable results. I wish I could download it into my head "Matrix" style, looking forward to finishing this book!

I have used Strategic Selling since 1985 as my bible for key account selling. It has literally defined my success and allowed me to radically change several industries in the US. I purchased this updated version for my sales team to help us launch a new campaign with another industry. Strategic Selling has been my secret weapon which has allowed me to confuse and bewilder my competition.

Distills the key elements of a complex sale into simple manageable levers that's brings common vocabulary and predictability to the sales activity .

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