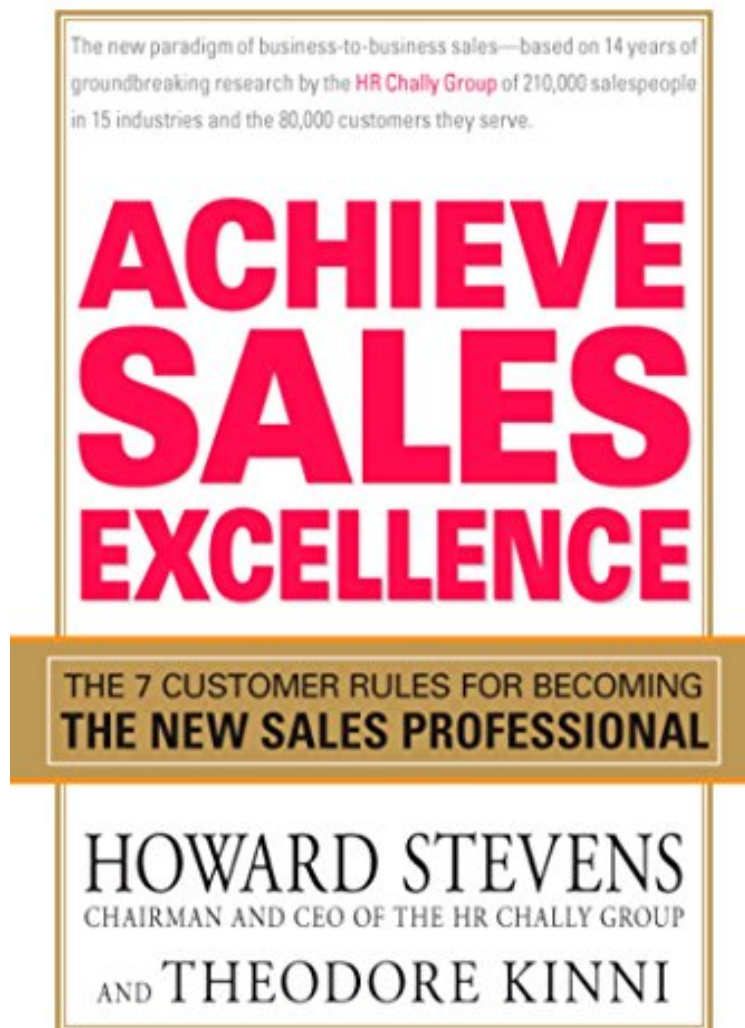


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Achieve Sales Excellence: The 7 Customer Rules for Becoming the New Sales Professional

Howard Stevens, Theodore Kinni

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1 of 1 people found the following review helpful. Mandatory Reading for Sales ProfessionalsBy Anthony IannarinoAlthough I read everything published regarding sales, it is rare that I can hear the kind of praise I am about to heap on Howard Stevens and the HR Chally Group's Achieve Sales Excellence: The 7 Customer Rules for

Becoming the New Sales Professional. Not since Neil Rackham wrote SPIN Selling (in 1987) and Major Account Sales Strategy (in 1988), has anyone used sophisticated research methodology to explain what makes some salespeople much more successful than others (in this case, Chally used 210,000 salespeople and 80,000 customers). Most important, Stevens and the Chally Group actually correlated what a customer said on a survey with their actual buying decisions, therefore, making the information much, much more valid and useful in determining what customer want and expect from salespeople. The seven rules are: 1. You Must Be Personally Accountable for Our Desired Results 2. You Must Understand Our Business 3. You Must Be on Our Side 4. You Must Bring Us Applications 5. You Must be Easily Accessible 6. You Must Solve Our Problems 7. You Must Be Innovative in Responding to Our Needs This is a book I wish I had written. It is--bar none--the most important work published in the field of sales in the last 20 years. If you choose not to buy and read this book, I promise you will quickly fall behind those of your competitors who do--it is that important! This book will reshape how you think of yourself as a salesperson, and, if Steven's advice is followed, to greatly improve how we are viewed by our customers. 0 of 0 people found the following review helpful. Best customer oriented sales book that I have read By W. Hart I have read this book 14 times. It is the best book on what the customer wants and how to align your sales effort with your customer's desires. Do so and you will sell more with less effort. 0 of 0 people found the following review helpful. Best sales book I have ever read By W. Hart Best sales book I have ever read. I have read it 15 times and use it to teach a class.

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About the Author Howard Stevens is the Chairman and CEO of the HR Chally Group, the top sales performance consulting corporation in the country. He is the author of The Quadrant Solution and is a frequent speaker and expert source on radio and television. Mr Stevens World Class Bench Program has been presented over 500 times across 30 countries for corporations, trade associations, government agencies and universities.