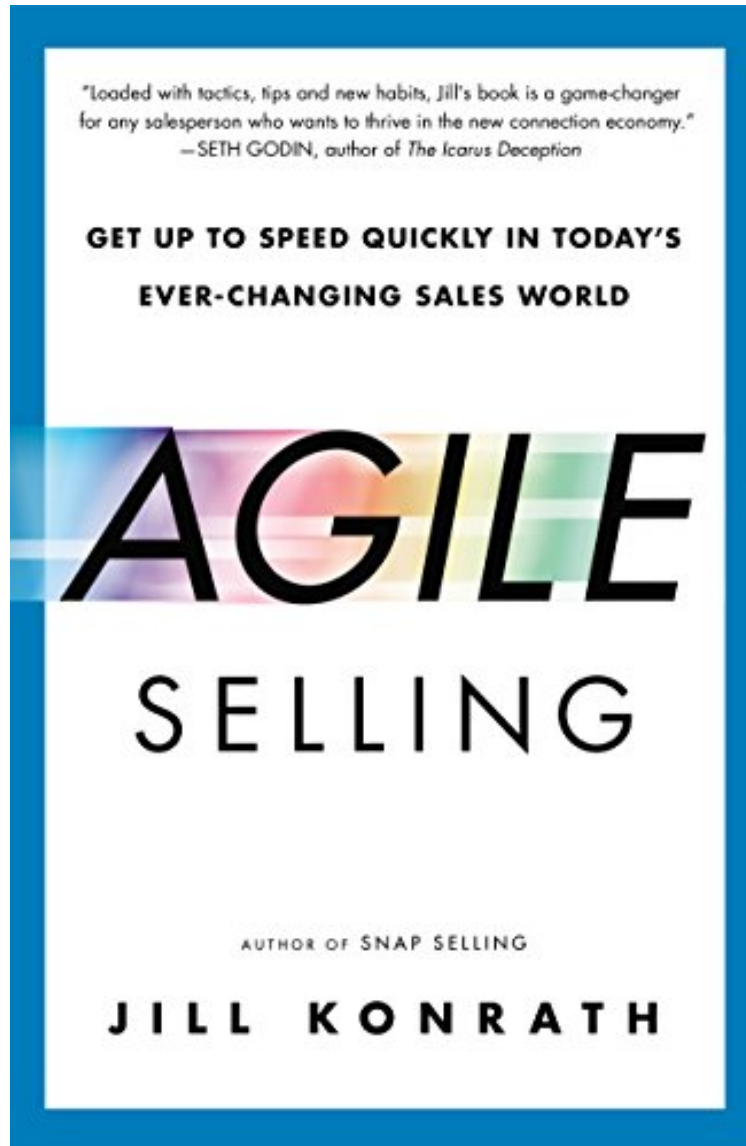


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Agile Selling: Get Up to Speed Quickly in Today's Ever-Changing Sales World

Jill Konrath

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Jill Konrath : Agile Selling: Get Up to Speed Quickly in Today's Ever-Changing Sales World before purchasing it in order to gage whether or not it would be worth my time, and all praised Agile Selling: Get Up to Speed Quickly in Today's Ever-Changing Sales World:

23 of 25 people found the following review helpful. I like Jill, her past books, but not this one...By EI'm not happy that I have to give this book 2-stars because I am a big Jill Konrath fan...but I am reviewing the book, however and not the

person. Her first two books were beautiful reads. They were insightful, helpful and they provided great information and tactics. Agile Selling to my disappointed seemed elementary. It seemed as it was a book written to fill pages of common sense knowledge. For example: It attempts to teach you how to memorize information (writing on index cards). How is that innovative or new information? Most professionals, I believe whether in high school, college or the business world don't need to be reminded how to use index cards. If you've read other sales books or Jill's past two books this book serves as a complete redundancy. It's basic knowledge anyone should know and provides little new, refreshing ideas.

4 of 4 people found the following review helpful. I'll tell and prepare yourselves because it's not going to be pretty. To buyers we are nothing more than "product pushing peddlers who don't bring any value to the decision process. They claim that all we do is ask stupid questions, offer minimal insights and give boring presentations. The last thing they want to do is waste their precious time caught in a meeting with another self-serving sales person. They're simply too busy for that. You may think that yours are different. Buyers don't care. I am quoting from a great new book called Agile Selling: Get up to Speed in Today's Ever-Changing Sales World by Jill Konrath. I'm going to be talking a lot about this book this week because I think it is one of the most important books on the subject of sales in this brave new world that I've read in a very long time. Ms. Konrath does not only tell it the way it is, and it's not very nice by the way, but she goes on to tell us what to do about it, and that's the good part. She spends a lot of time showing the sales person who is smart enough to buy and read this book how to create value, how to create interest enough in the sales conversation that the customer is going to be not only interested in what you have to say but also what you have to sell. This is all about the sales effort from prospecting to the actual sales call. Yes, that sales call and how to get the most out of that call. Here is something I got from the book and something that I also really believe. Your customers want you to know their business. They don't really care about your business. All they care about is what you can do for this business. This means that you have to study their business. You have to do know what they do. You have to know their place in the market. You have to know how their product works; what it takes for them to be successful and how you with your product can help them be successful. Buyers expect you to understand their business, direction, challenges, processes and relationship history. They expect you to provide value. Every single interaction is evaluated to determine if it is worth the time or effort. Buyers want ideas, insights, leadership and guidance to assess whether changing (to your product or service) makes sense and how to do it. Meeting them where they're at. Yours are expected to provide what the buyers need, when they want it and how they want it, quickly. Konrath goes on to say. Does this sound like a big challenge? Maybe, maybe at first but like we all should know by now but progress only starts once we leave our comfort zone. The long and short of it is that you have to engage your customers. You have to learn about your prospects and the best way to learn from them is to interview them. Here again from the book is a list of questions that you should always ask your prospects:

- What piques your curiosity and gets you to even consider a change?
- Who are the people who need to be involved in decision like this?
- How do you determine if a product or service makes good business sense for your company?
- How do you decide which resource is best for you?
- What are the most challenging parts of this decision process? Why?
- What does it take to get a contract for something like this approved?

In short know your prospect's journey so you can align with it. Let's switch gears and talk about your sales collateral for a minute. Do you have the right tools to successfully sell your products to the right customers? Ms. Konrath suggests reverse engineering your sales material making sure that this material truly reflects your value proposition. In order to do this correctly you need to understand exactly what it is you need to provide to your customers. The first thing you have to do is go to their web site. Look at their material, look at what they are selling, look at their white papers and other information they are providing to their customers and learn what is important to them. These are just a few of the examples of what you can learn by reading this book, but you get the idea. This is not sales 101 as it used to be, this is a whole new way of selling, of approaching the customer and of being successful. If you're truly serious about growing your business and expanding your customer base, you'll buy and read Jill Konrath's, Agile Selling: Get up to Speed in Today's Ever-Changing Sales World

3 of 3 people found the following review helpful. A Must Read for Anyone Who Wants to Keep Succeeding By Nancy Bleeke Agile Selling is one of those books that should be digested and not just read. The ideas for being a consistent sales winner come at you fast and furious in Jill's short chapters. She makes a point, supports it with a story and provides actionable tips to implement. The Agile Mindset that begins the book was powerful and builds the case for our need to be agile in mind, spirit, and action! Some of the specific topics that I believe every salesperson, leader, and heck, even my family would benefit from include:

- How to learn new information quickly. Yes, she found practical actions for us all to learn better-
- Success Habits in Part 5 outlines very specific ways to be successful today and for the long-run. I suggest that anyone with a team that needs to stay on top of their game use this book to help their people be agile. Take one idea a week and use it as a discussion starter in your meetings. Challenge each other and celebrate your agility. Every word in the book is timely and relevant - what more can you ask for?

Sales expert Jill Konrath offers powerful strategies for sales proficiency in ever-changing situations. When sales people are promoted, change jobs, or face new business environments, they inevitably need to learn new skills quickly. This rapid change is often overwhelming, and sellers face an intense pressure from their bosses to deliver immediate results. Their livelihoods are totally dependent on their ability to get up to speed quickly. Sales guru Jill Konrath offers both new and experienced salespeople a plan for rapidly absorbing new information and mastering new skills by becoming agile sellers. Readers will learn the mindsets, learning strategies and habits that they can use in crazy-busy times to start strong and stay nimble. From time management tools to personal motivation, creativity, and gamification strategies, Konrath teaches sellers how to get more done in less time, regardless of the environment. To succeed in today's sales world, having go-to systems for rapid information and skill acquisition isn't only useful, but absolutely required. Konrath focuses on the meta-skills that will get sellers to high levels of sales and proficiency - and ultimately mastery - much faster than their usual methods. Readers who loved the no-nonsense advice in SNAP Selling and Selling to Big Companies will find Agile Selling equally valuable. From the Hardcover edition.

From Booklist Any author who presents a dedication that reads "may you live an abundant life" is clearly someone to listen to. Multibook author (Snap Selling, 2010, and others), speaker, and sales consultant Konrath addresses a subject that impacts everyone in business. Hers is commonsense advice, made much more valuable through real-life stories and highly simplified procedures. Her premise is that continual learning differentiates an individual and leads to success, which she substantiates in each of the 63 chapters. Instead of setting specific revenue-generating goals, for instance, concentrate on getting better. Segment your focus by looking at the big picture and priorities. To uncover why a prospect isn't buying, research all aspects of the "why buy" to articulate the business case. Consider developing cheat sheets on your top prospects to best remember their issues and industries. Chapters are short, conversational, and summarized in one sentence. Examples punctuate her points, whether her personal admission about something or other or a concept held by someone else (for instance, the 90-day plan and Charles Duhigg's The Power of Habit, 2012). --Barbara Jacobs "Chapters on how to absorb new information at a fast pace are worth the price of the book; Showcasing tools and techniques that can shift sales thinking and results, Konrath highlights the path to sales success." --Publishers Weekly Any author who presents a dedication that reads "may you live an abundant life" is clearly someone to listen to. Multibook author, speaker, and sales consultant Konrath addresses a subject that impacts everyone in business. Hers is commonsense advice, made much more valuable through real-life stories and highly simplified procedures. --Booklist Loaded with tactics, tips, and new habits, Jill's book is a game changer for any salesperson who wants to thrive in the new connection economy. --SETH GODIN, author of The Icarus Deception Always be learning: that's the message of Jill Konrath's comprehensive new book on the art and science of sales. She not only gets sales fundamentals right, she also understands that the world of selling has changed profoundly -- that, in fact, the new sales environment is all about change. If you want to be quick on your feet when it comes to sales, you need this book. --DANIEL H. PINK, author of To Sell Is Human and Drive Agile Selling shows you how to become an overnight expert, capable of bringing a continuous string of sales-inducing ideas to your clients. Get it to develop superpowers your competitors will envy. --GENEVIEVE BOS, CEO, IdeaString Agile Selling is for sales reps and companies who want to go big. Mastering these strategies is the key to a sustainable competitive advantage in an ever-changing world. --BRIAN HALLIGAN, CEO, HubSpot If change is all around you and your customers are rushing ahead of you, fasten your seat belt and snap up a copy of Jill's new book, Agile Selling. It's lean and she means business. --LINDA RICHARDSON, founder and chairwoman, Richardson, author of Changing the Sales Conversation "The buying process today has fundamentally changed due to the forces of digital, social, and mobile. Agile Selling is a must-read for sales professionals who want to be prepared to succeed in this new world, where learning how to learn becomes a competitive advantage. Konrath has provided the reader with countless practical tips and a call to action to embrace an agile mind-set." --MIKE DEREZIN, vice president, Sales Solutions, LinkedIn About the Author Jill Konrath is a sales strategist whose clients include IBM, Microsoft, Accenture, Staples, Hilton, and numerous midmarket firms. She's a frequent speaker at sales conferences and kickoff meetings. Her previous books include Selling to Big Companies (one of Fortune's "Must Reads" for sellers) and SNAP Selling. Visit www.jillkonrath.com for her blog, newsletter, and other resources.