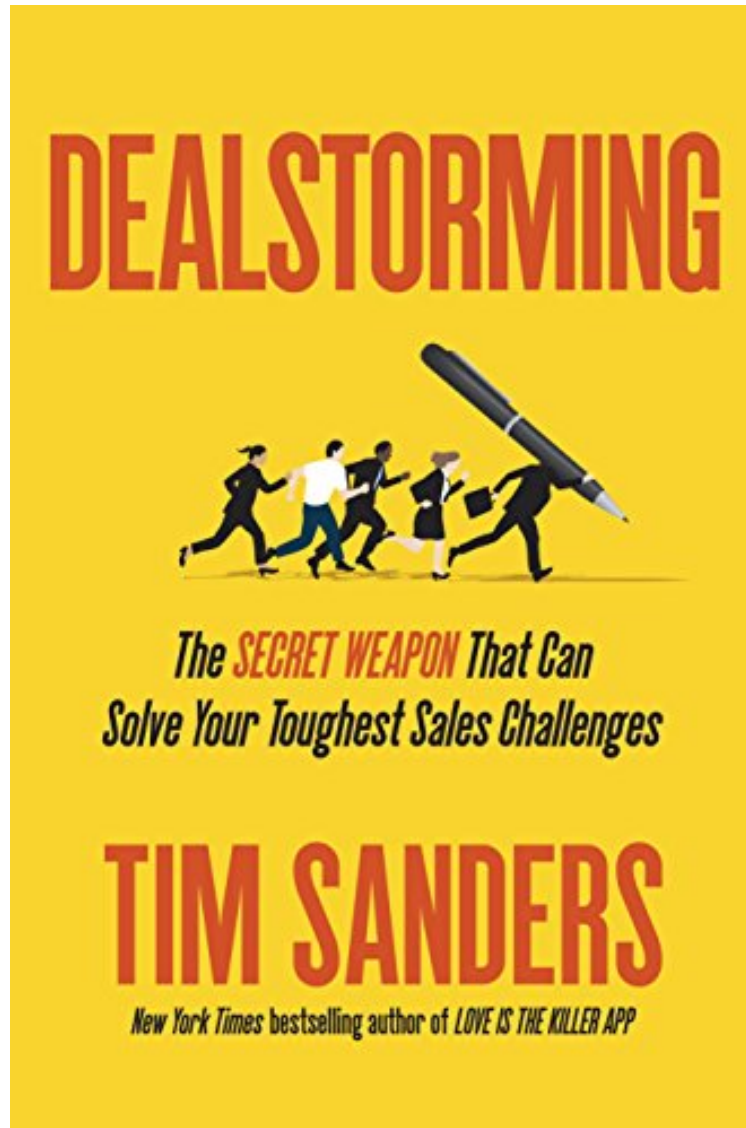


[FREE] Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges

## Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges

*Tim Sanders*

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**Tim Sanders : Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges:

2 of 2 people found the following review helpful. "Sales genius is a team sport."By C. A. Hurst"Sales genius is a team sport." In my opinion, this is the overarching concept of Tim Sanders' new book, "Dealstorming".Like the rest of the business world, the sales landscape has changed. Gone are the days of the hardcore, "always be closing" approach.

Potential customers (all of us) have access to more information about products than ever before. We're looking for sales professionals who will take the time to listen to our needs, and craft a customized solution to our problem. That's what "Dealstorming" is all about. Tim reaches way back to his roots as a sales guy with Audionet (founded by Mark Cuban and Todd Wagner) to introduce a simple concept, "Don't go down alone." Build a team around you to help analyze the needs of your customers to provide more value in your sales solutions. Dealstorming is a process that Tim has developed and refined over the past 15+ years "to organize and lead a cross-functional team to work together to solve a significant sales challenge through highly structured meetings and project work." This is nuts and bolts stuff interjected with enough anecdotal material to keep you engaged. Tim is writing about multi-million dollar deals, but the conceptual thinking is valuable for any sales transaction. No matter what product or service we offer, we're all in sales. We can all benefit from collaboration. "Dealstorming" provides you with a blueprint to help you build an effective team to meet your customers' needs. Great research. Innovative thinking. Backed by experience. Well worth the price of admission.

1 of 1 people found the following review helpful. which will allow you to create the kind of collaboration that feels good, like yours;re adding the sort of value you ...

By Michael Dalis, DRIVE Sales Consulting

Tim Sanders's Dealstorming couldn't be more timely. In today's B2B world, client organizations face complex challenges for which they seek help. When they reach out to selling organizations, what they invariably get back are products and services divided into little pieces that line up with their own organizational siloes. Not helpful to the client and not effective to closing a deal. What Tim Sanders has created in Dealstorming is a new way for sales leaders and salespeople to look past your organization's divisional lines. Sanders breaks dealstorming into a process, which will allow you to create the kind of collaboration that feels good, like yours;re adding the sort of value you knew you were capable of when you joined your company. Even better, using the dealstorming process will empower you to give clients what they need and enable you and your colleagues to close bigger deals. Tim makes the journey fun, with his conversational writing style and use of real stories from his own selling and dealstorming experience. Great read, and an invaluable and timely tool. I highly recommend this book.

2 of 2 people found the following review helpful. Most sales people are very competitive by nature. We ...

By Mike Harbour

Most sales people are very competitive by nature. We are trained to compete with others...but in today's selling climate, team work is key to putting together big deals that serve more people. Teamwork makes the dream work and in this book Tim has given me a new way to think about collaboration in the profession of selling. Bringing all the various parties together that will be impacted by the service I am selling is key to a long-term relationship and Tim has given me some new ideas to shift my thinking so I can storm more deals.

Sales genius is a team sport. As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line.

"Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment. Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with. Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Conde Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from non-sales areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done. The book includes real world examples from major companies like Oracle and Skillsoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell. The strategies laid out in Dealstorming have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you. From the Hardcover edition.

"Tim Sanders has created a way to combine the art of the deal with the science of a deal. And when art meets science it creates a storm. Not a rainstorm, a dealstorm. This book will change pennies from heaven to dollars from heaven." —Jeffrey Gitomer, author of *The Little Red Book of Selling*

Tim Sanders' insightful Dealstorming lays out seven steps that will transform how you do sales. By bringing in co-workers as collaborators, you'll expand your knowledge base, multiply your skills, and turn your team into top-notch deal-makers your

competitors will envy."mdash;Daniel H. Pink, author of *To Sell Is Human* and *Driven* "Dealstorming" is a high energy book about the way people collaborate in business today. Whether you are in sales, operations, management, or executive leadership, Tim Sanders will show you how combining diverse perspectives leads to extraordinary innovation and success. Packed with ideas, stories, and strategies, this is a book you can't afford not to read!mdash;Ken Blanchard, coauthor of *The New One Minute Manager* and *Collaboration Begins with You* "The skill that sets the best managers apart from their peers is their ability to innovate at the deal levelmdash;to work with their sales reps to 'unstick' deals and move them forward. Dealstorming provides a proven and actionable playbook for sales leaders to engage in this very activity with their teams. This book is an invaluable resource."mdash;Matthew Dixon, co-author of *The Challenger Sale* and *The Challenger Customer* "We have all heard the saying that it takes a village to raise a child. Dealstorming makes the case that it takes a village to sell big deals, too. This book will help you figure out how to win as a teambecause enterprise deals are too important for sellers to act like Lone Rangers."mdash;Mike Bosworth, author of *Solution Selling* and co-author of *What Great Salespeople Do* "Stalled deals are the bane of sales organizations. Dealstorming gives you an unbeatable blueprint for breaking through and getting your biggest opportunities closed."mdash;Jeb Blount, author of *Fanatical Prospecting* and *People Buy You* "Dealstorming shows you how to create new opportunities out of thin air, resurrect lost clients and close hugely profitable deals."mdash;Jill Konrath, author of *SNAP Selling* and *Agile Selling* "Innovation in sales is about rapid problem solving through the culmination of ideas and the combination of minds. It's not about one 'aha moment.' Tim Sanders illustrates how we can partner to build powerful ideas that differentiate us in front of the customer. A must-read for sales innovators who want to win."mdash;Mark Donnolo, author of *The Innovative Sale* and *Managing Partner of SalesGlobe* "The way prospects buy is drastically different today than it was ten years ago;but many sales rep are still using the same old playbook. You won't succeed without understanding the new world and what it takes to win in it, including bringing down traditional silos between sales, marketing, and other departments."mdash;Brian Halligan, CEO and founder of HubSpot and author of *Inbound Marketing* About the Author Tim Sanders is the former Yahoo! Chief Solutions Officer and the author of four books, including the New York Times bestseller *Love Is the Killer App*. He is a co-founder of the research consultancy Deeper Media, Inc. and a top-rated speaker, lecturing widely at sales rallies, company kickoffs, and conventions.