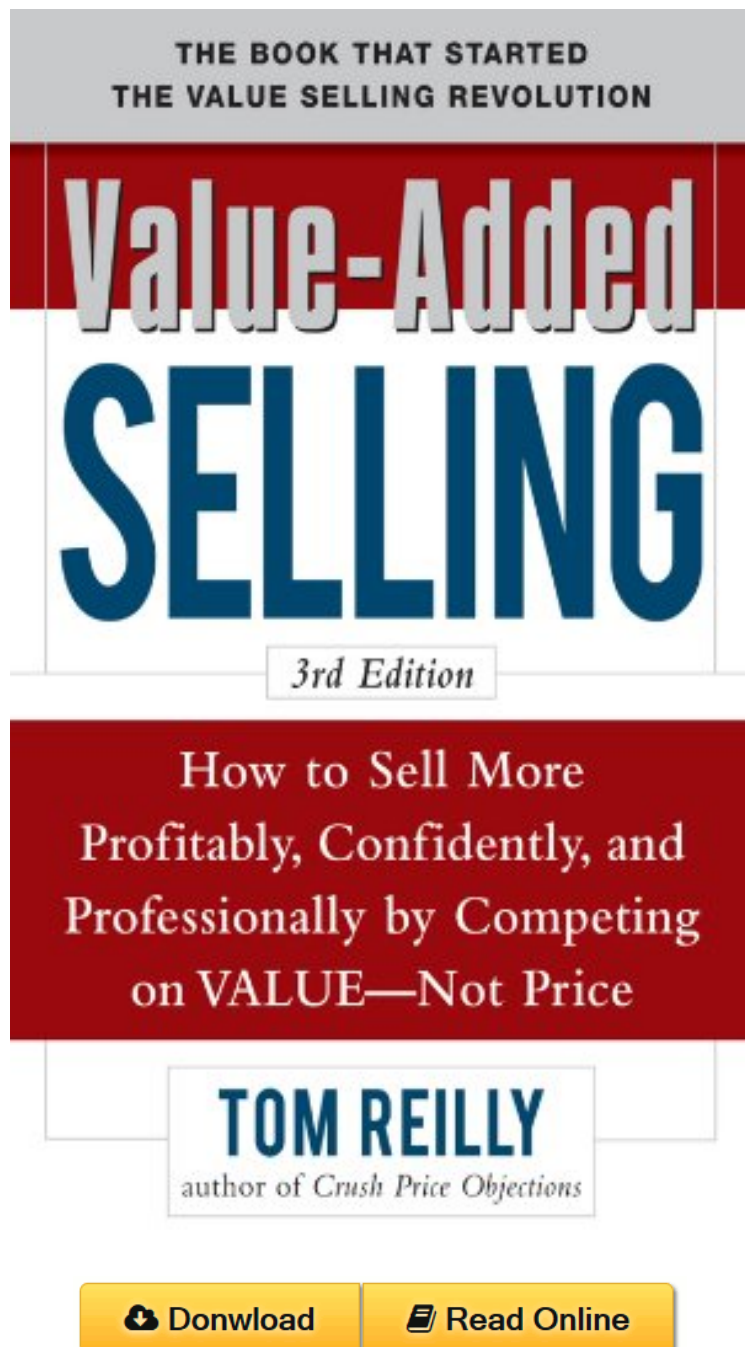


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## **Value-Added Selling: How to Sell More Profitably, Confidently, and Professionally by Competing on Value, Not Price 3/e (Marketing/Sales/Adv Promo)**

*Tom Reilly*

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Tom Reilly : Value-Added Selling: How to Sell More Profitably, Confidently, and Professionally by Competing on Value, Not Price 3/e (Marketing/Sales/Adv Promo)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Value-Added Selling: How to Sell More Profitably, Confidently, and Professionally by Competing on Value, Not Price 3/e (Marketing/Sales/Adv Promo):

1 of 1 people found the following review helpful. RecommendedBy Dean E.The book is excellent with a very timely way to approaching sales. I bought copies for each of our sales staff after reading the book on Kindle.1 of 1 people found the following review helpful. Sales guys loved this series of booksBy CustomerGood series of books2 of 2 people found the following review helpful. Excellent!By johnThis book is a must have for anyone working in sales! Highly recommend it for any person just starting out in sales or the seasoned professional. You will immediately learn how to separate yourself and your company from the competition by using a new perspective and strategy that most sales people never recognize or even knew existed.

Your customers have come a long way since Value-Added Selling was published twenty-five years ago. More knowledgeable, proactive, and price conscious, they regularly scour the Internet for low prices and have come to expect much more for each dollar they spend. Now, Tom Reilly has updated his sales classic to address a marketplace where slashing deals has become the standard response to buyers's additions to bargain-basement prices. Used to great success for more than two decades and through every type of economy, Reilly's pioneering value-added sales method operates according to two simple rules: Add value, not cost; sell value, not price. It's the only way to protect your profit margins with today's customers. Value-Added Selling provides the strategies and tactics you need to not only close more sales but to improve repeat business by understanding buyers' needs from their perspective; and defining "value" accordingly. Reilly then helps you: Build a master plan that clearly directs your selling efforts Create sales tools that help you communicate your value Develop and execute effective value-added sales calls Connect with and sell to decision makers at the highest levels Increase customer retention by continuously creating new value There's nothing stopping you from joining the armies of salespeople who choose to compete on price. You can always lower your price and land a few sales. But at what cost? If you want to sell more products or services, more profitably, to more people, you must resist this temptation and begin focusing on value. Use Value-Added Selling to consistently deliver meaningful value to your customers, compete at a higher level than your competition, and protect your profits in any kind of economy.

From the Back CoverOne of the World's Most Popular Sales Methods--Updated to Give You the Edge on Today's Demanding Customers! Tom Reilly, creator of the value-added selling method, has good news for you: Even in today's marketplace, you can still be a solid competitor without being the cheapest. You just need to sell value, not price. For a quarter century, Value-Added Selling has been putting sales professionals on the path to excellence. Reilly has updated his seminal work to help you contend with today's customer, who invariably expects more while paying less. This anniversary edition includes all-new material on: The critical steps of the buying process Account penetration, positioning, presenting, and leveraging value The Red Zone/Green Zone time management model for salespeople Planning sales calls and developing relationships The most current messaging tools for conveying multiple levels of value Value is always first and foremost on buyers' minds, even if they don't know it. It's your job to convince them. More relevant today than ever, Value-Added Selling quickly and dramatically improves your business at a time when customers are more hesitant to part with their money than ever before.About the AuthorTom Reilly is globally recognized for his pioneering work in value-added selling. He is president and founder of Tom Reilly Training, with such clients as Apple, ATT, Exxon, Volvo, IBM, Johns-Manville, Schlumberger, Enterprise Rent-A-Car, Medtronic, Harley-Davidson, and others. He is a Certified Speaking Professional, the highest designation earned by the National Speakers Association. His most recent book is Crush Price Objections.Visit [www.tomreillytraining.com](http://www.tomreillytraining.com).