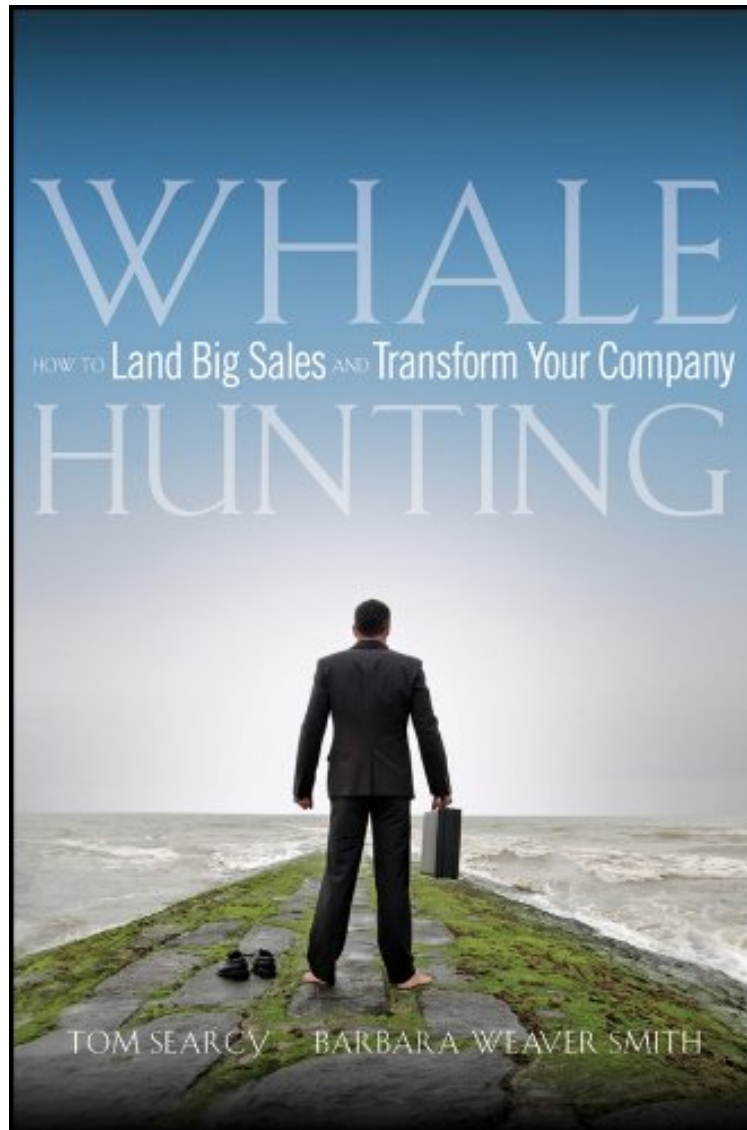


(Free and download) Whale Hunting: How to Land Big Sales and Transform Your Company

Whale Hunting: How to Land Big Sales and Transform Your Company

Tom Searcy, Barbara Weaver Smith
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Tom Searcy, Barbara Weaver Smith : Whale Hunting: How to Land Big Sales and Transform Your Company before purchasing it in order to gage whether or not it would be worth my time, and all praised Whale Hunting: How to Land Big Sales and Transform Your Company:

1 of 1 people found the following review helpful. Powerful message fueled by a powerful analogyBy CesarIt's a nice angle with a great analogy on how to transform your company to go after significantly larger customers. The analogy of the whale hunt gives it power and allows the concepts to be grounded in something concrete, the survival of a

village. The authors transmit the underlying feeling of the need to survive, reinforced by the language of the analogy, which translates well to business. It makes you want to put the book down and start applying the ideas to your company. Also, unlike many of these theoretical business books which leave a large gap between what should be and how to do it, this one actually provides tools and examples and attempts to walk you through the process of transformation. So aside from powerful, it is a practical guide. All the executives at my company have read it and we have planned strategy meetings to discuss the concepts as a team. 0 of 0 people found the following review helpful. Great Read! By Nanette Leah Hruby Relevant and insightful information for any business looking to move to the next level in attaining larger clients. The visualization of whale hunting captures in essence the best practice for companies looking to grow. The book is unique in discussing what happens after the sale, a crucial overlooked role in many sales topic books. I found it very well written with a full circle of the sales process and sound advice for moving through each phase. Well done! 0 of 0 people found the following review helpful. Five Stars By Andy Fallon Good book. Worth the read

Using the ancient Inuit whale hunt as a metaphor for big sales, *Whale Hunting* gives you a clear nine-phase model for successfully finding, landing, and harvesting whale-sized sales accounts—the kind of sales that transform your business. Here, you’ll learn how to turn the dangerous endeavor of selling to large companies and big contracts into a strategy for continued success and growth. Stop wasting time with little accounts and start landing monster accounts.

'Its content is logical, innovative and really interesting.' (Professional Marketing, May 2012) From the Inside Flap For thousands of years, the Inuit people of the frozen North have risked life and limb to hunt the biggest game on earth—the mighty whale. They endure treacherous seas, frigid temperatures, and deadly ice floes for days at a time in order to catch these elusive and massive mammals. Why risk so much when they could have fish and caribou so much more easily? Because a single whale can provide a village with food and oil to last an entire year. Would you hunt small game day-in and day-out, when you could hunt the biggest prize of them all every year? It's the same in the sales business; small fish will keep you fed, but landing each whale-size account can fill your corporate belly for years. Hunting the biggest, most profitable deals is no easy task, and if your target escapes, you'll lose time and resources. But the payoff is almost always worth your risk and effort. *Whale Hunting* provides a clear, step-based model for successfully finding, landing, and harvesting whale-size accounts—the kinds of accounts that transform your business. For small and mid-market companies especially, whale hunting can mean the difference between merely surviving and thriving spectacularly. But you have to be smart, and you have to be prepared. This revolutionary, one-of-a-kind sales guide will show you how to: Scout your best prospects, learn all you can about them, and get their attention Hunt your whale using a cross-functional team of experts throughout the process of selling and closing the deal Harvest new accounts by delivering superior service and setting the stage for future long-term business *Whale Hunting* isn't a theoretical or experimental take on sales, but a proven, practical system that has earned \$2 billion in new sales for the authors and their clients. The secret to success in today's fast-moving corporate environment is to find and land the biggest creatures in the sea. Why spend all your time reeling in small accounts, when you could land big accounts regularly and predictably? From the Back Cover Praise for *Whale Hunting* "Whale Hunting is required reading for anyone who is going after the big fish in a market. Engaging, practical, and well organized, it is simply the best book on major account selling out there. Someone once said that confidence is going after Moby Dick in a rowboat and bringing the mayonnaise. *Whale Hunting* gives you the tools to pursue big deals with that kind of confidence." —Keith R. McFarland, author of *The Breakthrough Company: How Everyday Companies Become Extraordinary Performers* "I meet with the leaders of thousands of entrepreneurial companies every year from around the world. Every one of them is looking for ways to grow faster, smarter. The straightforward *Whale Hunting* system gives companies a road map for landing the elusive anchor accounts—the big accounts that let them get to the next level of people, services, and revenue. Searcy and Smith have put the key principles together to learn how, with the power of the remarkable story of the Inuit whale hunt. This is an entrepreneur's must-read!" —Dr. Tom Hill, coauthor of the bestselling *Chicken Soup for the Entrepreneur's Soul*