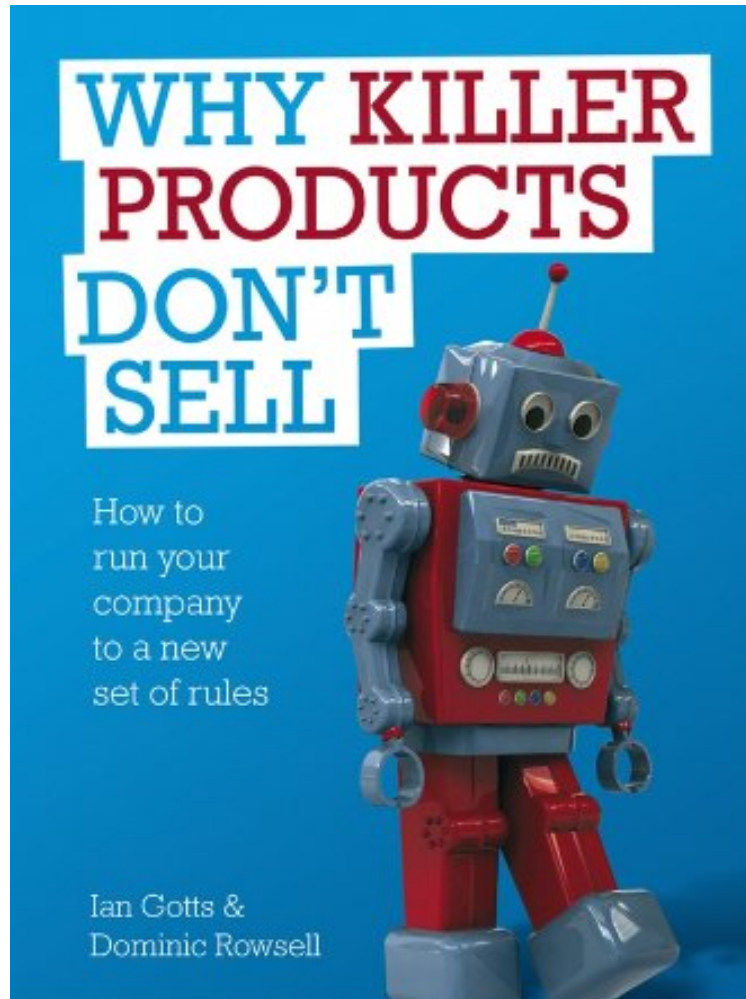


[Pdf free] Why Killer Products Don't Sell: How to Run Your Company to a New Set of Rules

Why Killer Products Don't Sell: How to Run Your Company to a New Set of Rules

Ian Gotts, Dominic Rowsell
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Foreword by **Guy Kawasaki**, bestselling author of *Rules for Revolutionaries*, *The Art of the Start* and *Selling the Dream*

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Ian Gotts, Dominic Rowsell : Why Killer Products Don't Sell: How to Run Your Company to a New Set of Rules before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why Killer Products Don't Sell: How to Run Your Company to a New Set of Rules:

1 of 1 people found the following review helpful. Explains why products can fail to get tractionBy OlafThe central idea behind Why Killer Products Don't Sell is: align your organization to match the buying culture of your customer. The four buying cultures map to Geoffrey Moorersquo;s technology adoption life cycle so once you

understand where your product lies in the market maturity curve, you have a good starting point for identifying the required buying culture. Small case studies are included in the book to illustrate how executive and sales leaders view this challenge. Much of the book is aimed at sales leaders and discusses sales teams and processes. Gotts and Rockwell focus on the Value Created culture as it is so critical in technology sales: it's where you cross the chasm. Gotts and Rockwell provide a number of diagnostics to help orient which culture to choose. There's also a lot of detail in the second half of the book about each of the four cultures and each dimension of a customer's company for that culture. They also include a view on implementation from the vantage of several organizational roles.

3 of 4 people found the following review helpful. Killer book for technology sellers

By Mark Gibson "Why Killer Products don't Sell" is a revelation and MUST READ for technology sellers and marketers for a number of reasons.

1. Firstly, there is original thought in the analysis of the buying cycle and the lifecycle of every purchase in the buying organization. The authors state and I agree that every purchase follows the I-M-P-A-C-T process, the difference is that in a mature buying category, this can happen in a couple of minutes for acquiring a "value-offered" product (Dell Laptop), vs. months for an emerging buying category "value-created" = your discontinuous technology.
2. The second key idea is that there are four different selling cultures, depending on the maturity of the buying category. This indeed explains why so many "proven" sales-people and sales managers from well known corporations (value-added or value-offered) fail in early stage companies where the buying category is still being formed (value-created) and a consultative sales approach is required....this is worth the price of the book alone.
3. The imperative is for sales teams to understand where they are in the technology adoption life-cycle in order to more effectively facilitate the buying process; and for technology sellers to align their organizations operational cultures to match the buying cultures of their target markets.

Rowsell and Gotts have made a valuable contribution to a growing body of work in the science of professional selling. We have spoken with both authors and with their permission will be integrating the IMPACT concept and ideas from their book into our Consultative Selling Training courses and E-Learning programs. Highly recommended!

Coming from conversations with executive teams of technology companies, venture capitalists, and MA advisers, the insights contained in Why Killer Products Don't Sell are gold dust. First the book lays bare the claim that sales is sales. It exposes the 4 very different 'Buying Cultures' and how they should be approached: Value Offered, Value Added, Value Created, and Value Captured. But it also gives a proven methodology for assessing a company's product mix ('offering' vs 'buying culture'), and a transformation approach to optimize sales and improve competitiveness.

About the Author Ian Gotts founded Nimbus Partners and as CEO has driven its growth over the last 10 years. His company has won numerous awards: DT Fast50, DT European Fast500, REALBusiness Hot 100, and The Sunday Times TechTrack 100. Nimbus is a Microsoft Gold Partner and has been singled out as a high potential partner. Ian is a member of the Microsoft worldwide Software + Services Partner Advisory Council and the UK Partner Advisory Council, and he appears on stage alongside Microsoft regularly. Nimbus was recently featured in Steve Ballmer's (Microsoft CEO's) keynote video to 10,000 partners at the Microsoft Worldwide Partner Conference in Denver. Ian is also a founder, investor and advisor to technology companies. Dominic Rowsell is a business iconoclast and change management CEO. He is a highly experienced presenter and speaker. His expertise comes from practical experience in behavioural change, service sales, pre/post merger integration, leadership change and strategic thinking. As happy with five people as with five hundred, Dominic is a relaxed yet energetic speaker. His style uses cynical wit with a dry sense of humour and always draws his audiences into active involvement - he loves a heckler! He is both pragmatist and humanist and these attributes are key when having to point out painful realities to the Boardroom.