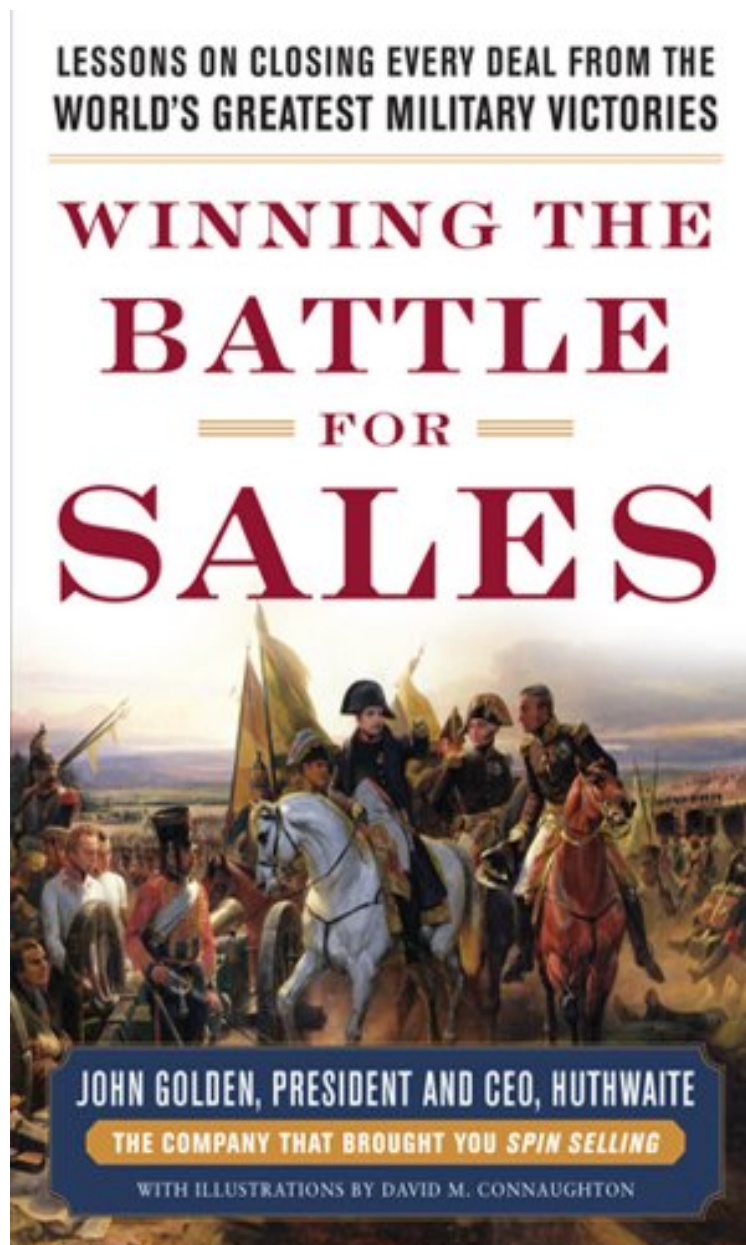


(Mobile library) Winning the Battle for Sales: Lessons on Closing Every Deal from the World's Greatest Military Victories

## Winning the Battle for Sales: Lessons on Closing Every Deal from the World's Greatest Military Victories

John Golden

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0 of 0 people found the following review helpful. Two StarsBy dA little disappointed. It was entertaining but not very helpful.0 of 0 people found the following review helpful. Two StarsBy Joseph FrancoSales material is good but tie in to the battles is a stretch0 of 0 people found the following review helpful. Brutally EffectiveBy Joe SmuckVery effective combination of battle strategies and related sales strategies. This methodology really makes one think and get creative with your sales approaches. John Golden has created a winner.

FROM THE CREATORS OF SPIN SELLING—TRIED-AND-TRUE STRATEGIES TO ARM YOU IN THE WAR FOR SALES SUPREMACY "I distinctly remember my first VP talking about 'campaigns' and 'targets.' Indeed, successful salespeople have made learning from military tactics an important aspect of their careers. In this engaging read chock-full of practical and richly illustrated examples, John Golden provides strategies that are sure to increase even the most seasoned sales pros' success rates. It's a completely new take on sales education with powerful lessons you'll use to win your own sales battles." -- David Meerman Scott, bestselling author of *The New Rules of Marketing and PR* "There's no doubt salespeople will profit from the book's focus on besting one's opponent in a battleground much changed by the information explosion of the Internet." -- William Dermody, *World/Military Affairs* Editor, *USA Today* "An innovative and very insightful perspective on what it really takes to win." -- Dave Stein, CEO and founder, *ES Research Group, Inc.* "Great sales lessons presented in a really unique and interesting format . . . I recommend it for sales people starting out in the field as well as seasoned pros. -- Chuck Lennon, President, *TeamLogic* "A good military strategist is, after all, a salesman, which leads me to believe that a good salesman would make a good military strategist. The author has done an excellent job of showing how those two different communities are in fact very similar." -- Brigadier General Julie A. Bentz, PhD

From the Back CoverWhat does selling products and services—or the failure to do so—have to do with Napoleon's march on Moscow, Pickett's Charge at Gettysburg, and David's epic battle with Goliath? According to Huthwaite CEO John Golden, a lot—and not just because sales calls can feel like grueling battles. In this eye-opening sales guide, Golden reveals the surprising parallel between the steps of successful selling and the steps of successful warfare. *Winning the Battle for Sales* delivers selling best practices based on examples from history's battlefields that you won't soon forget. Organized into three parts—the Sales Call, Account Strategy, and Sales Management—these timeless tales reveal key takeaways that you can apply to every sale, including: Pyrrhus of Epirus vs. the Romans (280-279 B.C.)—vital points on avoiding the pursuit of victory at all costs Captain Bligh vs. Fletcher Christian (*Mutiny on the Bounty*)—important lessons about understanding customer needs and desires The Siege of Petersburg (U.S. Civil War, 1864)—indispensable guidance on delivering "outside-the-box" solutions The Gunfight at the OK Corral (1881)—the keys to preventing sales objections to ensure smooth negotiations Brian Boru vs. the Vikings (Battle of Clontarf, 1014)—essential information on turning unseen opportunity into a value driver Just as generals pore over every aspect of a battle after it's fought to learn from decisions made—good or bad—you no doubt review your sales tactics in a similar fashion. *Winning the Battle for Sales* isn't just an eye-opening guide to sales tactics based on history's greatest military victories, as well as blunders, it's a quick, snappy, entertaining read. Plus, you'll come away familiarized with some of history's greatest battles. And who knows? Maybe your next client will turn out to be a Civil War buff.

About the Author JOHN GOLDEN is president and CEO of Huthwaite, one of the world's leading sales performance improvement organizations. His track record as a proven leader combined with extensive experience in the learning industry provides the foundation for his strategic vision of success for Huthwaite. Prior to joining Huthwaite, Golden served in senior executive positions at the Mortgage Bankers Association, Learning Sciences International, and New Horizons CLC.