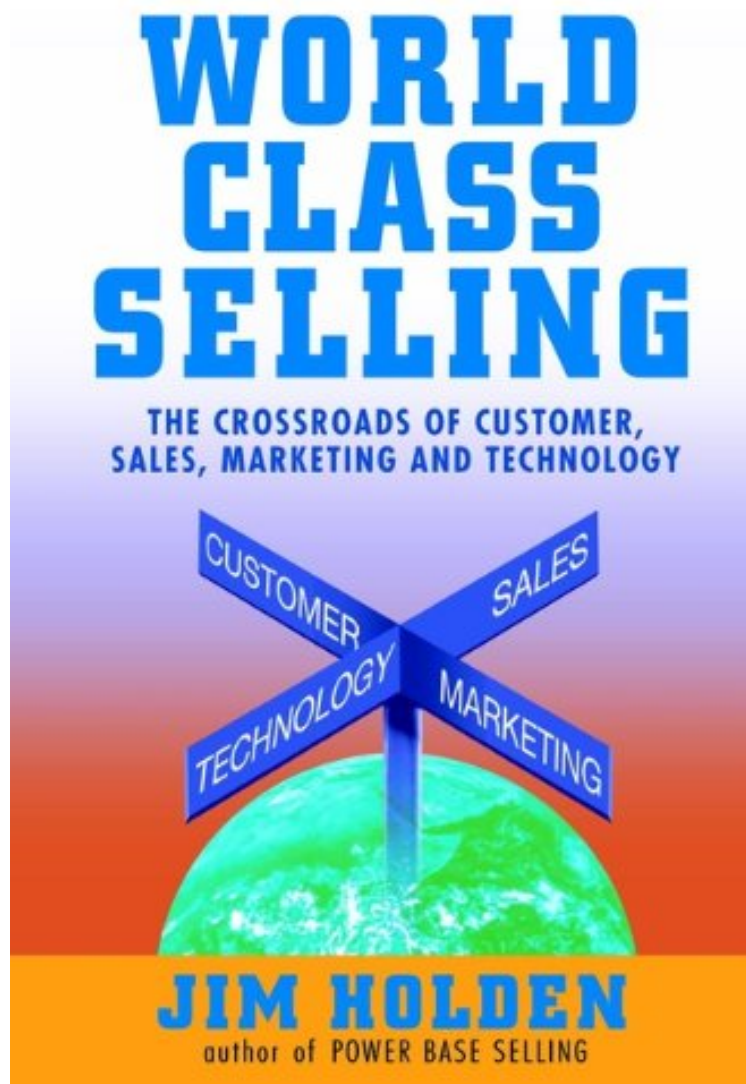


(Free download) World Class Selling: The Crossroads of Customer, Sales, Marketing and Technology

World Class Selling: The Crossroads of Customer, Sales, Marketing and Technology

Jim Holden

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Jim Holden : World Class Selling: The Crossroads of Customer, Sales, Marketing and Technology before purchasing it in order to gauge whether or not it would be worth my time, and all praised World Class Selling: The Crossroads of Customer, Sales, Marketing and Technology:

0 of 0 people found the following review helpful. Disappointing Follow-up BookBy Shaun HeneghanThis is the middle book between Holden's excellent Power Base Selling: Secrets of an Ivy League Street Fighter and his more recent The Selling Fox: A Field Guide for Dynamic Sales Performance. In it, Holden tells a fictional story woven

around his teaching of how to reform a company's operations, sales, marketing and technologies. Ultimately, the book fails to be convincing. The characters use impossible, acronym-driven speech as the author tries to convey his methodology. Unfortunately, the methodology itself seems flawed as well, and ultimately appearing as a overt attempt to shill his sales consulting services and proprietary CRM software. Holden has some great ideas, as shown in his first and third books, but you should definitely pass on this one. 1 of 2 people found the following review helpful. A readable/practical guide to successful account development

By A Customer I had the opportunity to read the manuscript. Holden has succeeded in personalizing important principles needed to succeed in the changing environment of business relations. By illustrating these key messages with real life situations, he not only creates a very readable book but even more important takes a step beyond the traditional "what to do" treatise with a "how to do it" approach. As the story unfolds tools become available to focus the thought processes necessary to drive creative solutions; and further, to successfully implement these solutions. This book is a worthy sequel to Power Base Selling. It needs to be read and then kept ready on the account executive's desk for easy reference. 8 of 15 people found the following review helpful. Definitive approach to transform a company's sales culture.

By A Customer "Not adequate! Superb selling skills are not adequate to ensure success in today's topsy-turvy global marketplace. Winning companies will intimately understand their customers' goals, their strengths, and their weaknesses. They will distill this information into a detailed understanding of solutions that provide the highest value leverage. Solutions are more than products and supporting services. They are the tangible intangibles that derive from the total company-to-company relationship. Having a company internalize the new paradigm that the entire organization - not just the sales department - is responsible for securing and retaining key customers will usually require a radical culture change. Jim Holden, in World Class Selling, almost brutally represents the horror story that can result from not making the paradigm shift. This book will be of limited value to a sales force if sales leadership does not 'sell' every member of the executive leadership team on reading this book, discussing the implications, and then using its concepts as the basic framework to transform the organization into a well-oiled value selling machine."

Praise for Jim Holden's World Class Selling "World Class Selling is a must for any company executive and sales professional committed to achieving world class supremacy. Jim Holden has surpassed himself." -George E. Harvey President, Business Group ATT Canada "The Holden Corporation and its value concept teachings are not new to the Microsoft OEM division. For the past three years we have worked with them, immersing ourselves in their value management methodology, applying it to a variety of scenarios in our business, with excellent results. For us, World Class Selling is another great extension of what we have been practicing for some time. I'm sure it will make us an even better organization to reckon with." -Joachim Kempin Senior Vice President, OEM Division, Microsoft "In World Class Selling, Jim Holden adds another dimension to his teaching effectiveness. The real-life highs, lows, threats to, and accomplishments of Mary Gagan establish the drama of what selling has become. an outstanding book which addresses a very complicated subject in a very interesting and comprehensive way." -William Y. O'Connor Chairman, CEO, and President, GTECH Corporation "The concepts put forth in World Class Selling, created by linking critical sales and sales-related areas of a business, will drive any company's ability to change as market circumstances change. Holden Corporation has been a strong, passionate, and value-focused partner to ALLTEL. Their proven processes are helping to link every employee, everywhere in the company, directly or indirectly to providing value to our customers." -Jeff Fox President, ALLTEL Information Services "Using the methods Jim Holden spells out in World Class Selling, we at Origin were able to use one common language and professionalize our sales process and sales force, resulting in an increased hit rate and lower sales cost." -Peter Overakker Executive Vice President Origin International (The Netherlands)

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From the Inside FlapWorld Class Selling The Crossroads of Customer, Sales, Marketing and Technology In today's changing marketplace, the sales methods and practices of yesterday will no longer work. To stay ahead, sales and marketing professionals at every level must take on new roles. Companies must also be willing to reorganize and operate differently. But these transitions are not easily realized and, in today's challenging business environment, are too often vigorously resisted. World Class Selling provides the personal/professional tools and the methodology needed to quickly and effectively make these transitions. Building upon the Power Base(r) theory introduced in his earlier book, Power Base Selling, Jim Holden presents current and future marketplace requirements, offering a broader, more strategic view of industry trends and their impact on sales. Examining in depth the significant personal and organizational implications of selling today, Holden demonstrates the best ways to ensure both your own success and that of your company. World Class Selling is written in a unique format that the author calls "personal dimensioning." In a virtual business setting, fictional characters deal with the complex new marketplace in a real-world business situation. You'll follow a salesperson of fifteen years' experience as she is victimized by industry trends which launch her and her company on a quest to climb the value chain ahead of the competition. You will discover how an individual can play a significant role in driving change for a company's benefit. You will learn to navigate the minefield of internal company politics in order to progress in today's marketplace. You will come in contact with corporate Foxes-powerful people of high integrity-and learn how to identify them, to your advantage. You will also experience working with individuals at the other end of the spectrum, those who would advance themselves at your expense or that of their company. World Class Selling also covers such timely subjects as: * Creating a vision for a major account over the long term, including the use of Internet technology * Defining and measuring value to the customer, and pursuing customers in nontraditional ways * Introducing the role of technology in providing new, highly intuitive sales performance and coaching tools, along with just-in-time training using Web-based applications * Aligning sales, marketing, and human resources practices to create a world class business development department For many, today's new selling challenges will truly mean survival of only the fittest. World Class Selling will help you and your company take an active role at the forefront of change and sell successfully into the future.

From the Back CoverPraise for Jim Holden's World Class Selling "World Class Selling is a must for any company executive and sales professional committed to achieving world class supremacy. Jim Holden has surpassed himself." -George E. Harvey President, Business Group ATT Canada "The Holden Corporation and its value concept teachings are not new to the Microsoft OEM division. For the past three years we have worked with them, immersing ourselves in their value management methodology, applying it to a variety of scenarios in our business, with excellent results. For us, World Class Selling is another great extension of what we have been practicing for some time. I'm sure it will make us an even better organization to reckon with." -Joachim Kempin Senior Vice President, OEM Division, Microsoft "In World Class Selling, Jim Holden adds another dimension to his teaching effectiveness. The real-life highs, lows, threats to, and accomplishments of Mary Gagan establish the drama of what selling has become.an outstanding book which addresses a very complicated subject in a very interesting and comprehensive way." -William Y. O'Connor Chairman, CEO, and President, GTECH Corporation "The concepts put forth in World Class Selling, created by linking critical sales and sales-related areas of a business, will drive any company's ability to change as market circumstances change. Holden Corporation has been a strong, passionate, and value-focused partner to ALLTEL. Their proven processes are helping to link every employee, everywhere in the company, directly or indirectly to providing value to our customers." -Jeff Fox President, ALLTEL Information Services "Using the methods Jim Holden spells out in World Class Selling, we at Origin were able to use one common language and professionalize our sales process and sales force, resulting in an increased hit rate and lower sales cost." -Peter Overakker Executive Vice President Origin International (The Netherlands)