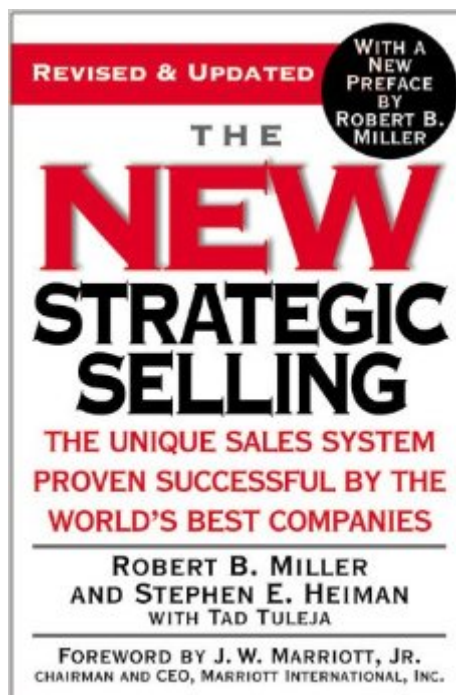


The book was found

The New Strategic Selling: The Unique Sales System Proven Successful By The World's Best Companies



Synopsis

The Book That Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate and helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list in the industry. The New Strategic Selling This modern edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: * How to identify the four real decision makers in every corporate labyrinth * How to prevent sabotage by an internal deal-killer * How to make a senior executive eager to see you * How to avoid closing business that you'll later regret * How to manage a territory to provide steady, not "boom and bust," revenue * How to avoid the single most common error when dealing with the competition.

Book Information

Paperback: 448 pages

Publisher: Grand Central Publishing; Rev Upd edition (April 20, 2005)

Language: English

ISBN-10: 044669519X

ISBN-13: 978-0446695190

Product Dimensions: 5.2 x 1.1 x 8 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (109 customer reviews)

Best Sellers Rank: #13,606 in Books (See Top 100 in Books) #22 in [Books > Business & Money > Marketing & Sales > Advertising](#) #57 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

I am not a full time sales person, I am a software engineer and researcher who gets involved in some pre-sales consulting. I bought this book to become more educated on the Miller Heiman sales approach that is now standard for all of our sales people. I found this book very helpful and feel as though I now have a basic working knowledge of the sales system we use. The Miller Heiman training is rather expensive so I did not attend the actual classes with our regular sales staff. The

approach of this book came naturally to me. This sales strategy is much like engineering decisions in using continual review of risks and generating ideas to mitigate those risks while simultaneously advancing toward the closing of the project (a sales deal). There are many lists and sublists within the method that are pretty well known by now so I won't try to list many of them here. The terminology is important and very memorable - "Coach", "Economic Buyer", "Funnel", "Best Few", etc. The book is clear about what it is not and I appreciate that too since sales is not my background. It is not a book of sales tactics, that is, how to literally sell someone something face to face in the "sales event" as the book calls it. The book assumes the reader is an experienced sales person and is already perfecting this skill (a fair assumption). It also does not try to teach skills in deal closure/contracting since that subject is already covered by many other books and is another assumed skill. What the book does talk about at length is approaching each deal as a unique project that has its own risks, dynamics and yet can be managed within a systematic framework for success.

[Download to continue reading...](#)

The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies
Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools
Book 1)
Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)
Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,)
The Official Guide To Selling Final Expense Insurance: The Proven Final Expense Insurance Sales And Lead Generation System Used By Top Final Expense Agents Across The Country
Advanced Selling Strategies: The Proven System of Sales Ideas, Methods, and Techniques Used by Top Salespeople Everywhere
You Can't Teach a Kid to Ride a Bike at a Seminar : The Sandler Sales Institute's 7-Step System for Successful Selling
Close the Deal: The Sandler Sales Institute's 7 Step System for Successful Selling
Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call)
7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. Vacation Ownership Sales Training: The One-on-One Successful Training Guide for the First Year of Timeshare Sales
Life Insurance Sales Success Formula: A Comprehensive Guide to Building a

Successful Life Insurance Sales Career Thrift Store: How to Earn \$3000+ Every Month Selling Easy to Find Items From Thrift Stores, Garage Sales, and Flea Markets (FBA - Selling on Ebay ... Online - Etsy Business - Work From Home) Starting a Nonprofit: 10 Proven Steps to Creating your First Successful Nonprofit Organization (Successful NPO, Starting a Nonprofit, Charity, Nonprofit Startup, How to Start a Nonprofit) Selling 101: What Every Successful Sales Professional Needs to Know Advanced Selling Strategies: The Proven System Practiced by Top Salespeople Successful Project Management: Applying Best Practices, Proven Methods, and Real-World Techniques with Microsoft Project (Business Skills) You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling The Valuation of Financial Companies: Tools and Techniques to Measure the Value of Banks, Insurance Companies and Other Financial Institutions (The Wiley Finance Series) Offshore Companies: How To Register Tax-Free Companies in High-Tax Countries

[Dmca](#)