

The average customer spends less than 5% of their time engaged in the buying of products and services...meaning that sales professionals who focus solely on the moment of the sale have made a fatal miscalculation. Featuring instructional case studies from companies including Panasonic, Hilton, Merck, and Honeywell, this evidence-based book provides listeners with a proven methodology for driving success before, during, and after every sale. Embracing the entire customer life cycle, Beyond the Sales Process reveals twelve essential strategies including: Study your customer Give them compelling reasons to engage Build a vision for them of their own success Understand your customers drivers, objectives, and challenges Achieve alignment Create and realize value Learn from your results to cultivate lasting - and mutually beneficial - relationships Reinforced by research from DePaul University, CSO Insights, Aberdeen Group, SAMA, and others, this book will help you to grow with your customers - and take your sales performance to a whole new level.

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