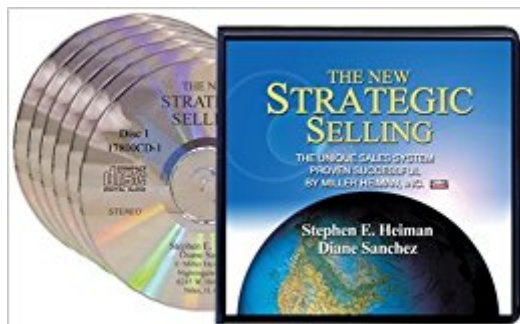


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# The New Strategic Selling



## Synopsis

Revolutionize your sales process and multiply your commissions with the world-renowned Miller Heiman system! In today's world of high-level selling, skilled sales professionals can no longer rely on good contacts, persistence, and worn-out sales tactics. Complex sales require new, non-traditional sales strategies that are tailored to the needs and realities of the 21st century marketplace - the kind of strategies you'll discover in *The New Strategic Selling*. Using methods that have been proven successful by today's leading companies, you'll learn how to determine and target the four buying influences critical to the success of every sale, assess each one's level of receptivity, and determine which results will enable them to win. You will also learn how to:

- \*Incorporate the win-win matrix of Strategic Selling.
- \*Access and develop effective sales coaches.
- \*Determine the demographics and psycho-graphics of your ideal customer.
- \*Spot the real decision-makers and determine those who may not have final authority.
- \*Recognize an internal deal-killer before it can take effect.
- \*Realistically forecast your sales results.
- \*And much, much more!

When first introduced by international sales consulting firm Miller Heiman Inc., this system didn't just "improve" sales training, it revolutionized the way sales people conducted business around the globe. Until now, the fruits of the Miller Heiman process have been reserved solely for Fortune 500 and other major corporate clients, but now you can learn the selling strategies that have been making the best even better for years. *The New Strategic Selling* will help you transform every prospective sale into a relationship that generates enviable income - consistently, predictably, and repeatedly. You will become a stronger and more profitable sales professional, and can expect a guaranteed record of sales success for many years to come.

## Book Information

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## Customer Reviews

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The original is great. This would be great if it's the first edition you've read. If you are looking for a lot of new material in the new edition vs. the original I think you will be disappointed. The updates don't justify paying for a new updated book. That said, I think this is the best complicated sale book I've ever read.

One of the most important books ever written on the subject of B2B complex sales. Back in the late 90's we used this book as the foundation for a Strategic Selling System at a \$500 million dollar chemical company, and it was a game-changer. One of the biggest problems in B2B sales is either (a) selling to the wrong type of customer or (b) selling to the wrong people within the account. This book tackles these issues head on. Chapters 5 - 10: The best description ever written about how to successfully navigate the complex sale. Specifically, how to identify the four key buying influences,

understand their receptivity to change, and create win-win deals. Chapters 14-15: How to avoid wasting time with low-quality prospects and focus on ideal, best-fit customers. Chapters 17-18: How to use the sales funnel to prioritize work, move deals forward at a steady, predictable rate, and avoid the roller coaster effect. Bottom line is, if you sell products, services or software to other businesses --- or manage and support others who do --- this is required reading. If you're involved in account-based marketing, it's double-required.

Worth a read for anybody thinking about relationship selling. Some good concepts and goof background information. Like all selling books it portrays itself as the best thing since sliced bread but the content and the thinking is made me do helped get over the hype. I would recommend this book and approach to others.

Clear, concise, and very practical, this is a great book for sales professionals at all stages in their careers. The book presents strategic selling logically and explains basic tools and tactics to implement strategic selling in your organization or your personal sales approach. It would be useful as assigned reading as part of a training program and as a desk reference for people in the process of selling and trying to understand specific challenges or obstacles. V

Great buy, worth the money

I recently purchased this book due to a recommendation from a colleague. I've been in Real Estate Sales for 15 years and always thought of myself as a (very) good salesperson, but got into B to B sales five years ago and wanted to prepare myself to take my business to the next level. Well, I've been really busy and only to chapter 5 but I can assure you this is the book you hoped to find. My mind has been opened to the dynamics behind corporate sales and decision making. Not that I (or you) don't know it already in concept, but the methodology in this book provides a framework from which you can create predictable, repeatable results. I wish I could download it into my head "Matrix" style, looking forward to finishing this book!

I have used Strategic Selling since 1985 as my bible for key account selling. It has literally defined my success and allowed me to radically change several industries in the US. I purchased this updated version for my sales team to help us launch a new campaign with another industry. Strategic Selling has been my secret weapon which has allowed me to confuse and bewilder my

competition.

Distills the key elements of a complex sale into simple manageable levers that's brings common vocabulary and predictability to the sales activity .

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