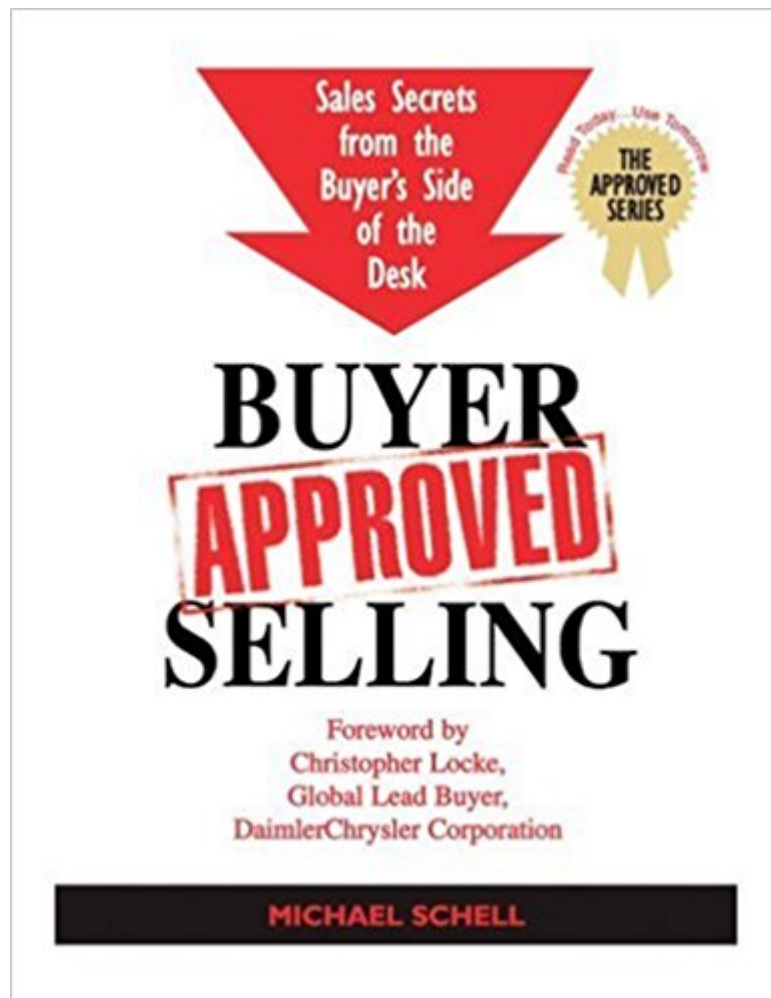




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Buyer-Approved Selling: Sales Secrets From The Buyer's Side Of The Desk (The Approved Series)



Synopsis

If You Are A Sales Professional, Don't Read This Book. Live It! Ever wondered which selling approaches really work? Of course you have. But if you're like many salespeople you've never considered the obvious: asking the buyer what he or she wants.

Buyer-Approved Selling - the inaugural title in the Approved Series of business books - does it for you. Like the rest of the Approved Series, Buyer-Approved Selling is research based. The Marketshare Research Institute team asked purchasing professionals from 228 companies across America what gets them to buy - and what makes them (silently) say "No way." The results, documented in no-nonsense, bite-sized practical tips, read like a "sales trip" through the buyer's mind. Start living these tips now. After all, who better to tell you how to sell than the very people you sell to? Buyer-Approved Selling: read today…use tomorrow.

Book Information

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Customer Reviews

"This book clearly articulates how to be a successful salesperson by knowing what decision makers expect!" -- Troy Blanchette, Senior Vice President, Avnet Applied Computing Solutions
"This book should be required reading for every corporate sales professional." -- Greg Tennyson, Vice President of Corporate Procurement, Oracle Corporation
This book is much more than the author's thoughts and insights. The buyers tell you what works. Refreshing! -- E. Stephen Grant, PhD, President, SQ Market Research Group, June 18, 2003

A respected teacher of sales and marketing skills, with more than 20 years of corporate sales experience, Michael Schell is the President and CEO of The Approved Group Inc. The companies produce, market and license the Approved Series of books and associated workshops. Michael has often thought: If you are going to write a book, write the one you always wanted to read but could never find. Mike is highly in demand as a keynote speaker. He brings dynamic personal style and great energy to his presentations of the Approved experience, conveying a wealth of insight and advice with refreshing directness and inspiring immediacy. Backed by extensive research and his own first-hand knowledge, Mike's approach engages audiences by illustrating and illuminating the Approved Secrets in a concrete, ready-to-use form that people can apply right away.

Schell's approach is unique in that he focuses almost entirely on the sales process (both cultivation and solicitation) from "the buyer's side of the desk." He organizes his material in a series of eight parts. In each, he offers specific tips which, for those with extensive sales experience and sustained success, may seem obvious. While many of his suggestions are obvious, such as organizing your prospect database or developing an Industry-Specific Positioning Statement (ISPS), the fact remains that his tips offer substantial value if only as reminders. Everyone in sales encounters a period of failure when they begin to question what they are doing wrong. Reviewing Schell's key points will reveal what they have taken for granted, ignored, neglected or bungled. In addition, Schell includes dozens of comments from 228 buyers who agreed to 330 interviews and provided responses to 4,327 questions. In one of the most interesting chapters entitled, "How to annoy buyers-guaranteed," respondents warrant the guarantee. They confirm that the most successful salespeople know which questions to ask of both prospects and customers. They spend at least 80% of the time listening to the buyer's responses. He also includes a Planning Guide with each chapter using a "Permission-Based Model." This book is both a manual and a workbook, one whose material each reader should modify to accommodate her or his specific needs, interests, goals, and circumstances. Here's a suggestion: Select ten to fifteen customers and schedule a meeting with each. Ask two questions. "What do you like best about doing business with me?" and "What more can I do to be of greater service to you and to your company?" The responses may surprise you. You may also be surprised by how eager the buyers are to respond. Why? In all probability, they are seldom asked those two questions. What does that reveal about your own customer relationships? Of equal (if not greater) importance, what does that reveal about your competitors? If you now lack a decisive competitive advantage, a frank conversation with several of your customers may well identify one for you.

This book gives the inside perspective on what buyers want to hear. It has been a while since I read this book and I still use the lessons it taught me. Very easy to read and very interesting. What the different contributors stated really hits home. After all its all about the buyer if you want to close any business.

This book is well organized and very easy to read. The numerous comments from active buyers are a big plus. I highly recommend this book for anyone engaged in business to business selling.

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