

S E L L I N G T O

BIG COMPANIES



J I L L K O N R A T H

Selling To Big Companies Jill Konrath

Tony Hughes



Selling To Big Companies Jill Konrath:

More Sales, Less Time Jill Konrath, 2016 Salespeople face intense unremitting psychological pressure. If they don't sell, they don't eat. Jill Konrath, author of *Agile Selling* and other well-regarded sales manuals, conducted extensive secondary research on the most effective time management and productivity techniques for salespeople. She reviewed and analyzed the work of neuroscientists, psychologists, time management experts, cognitive behavioral specialists, psychiatrists, sleep researchers, and business innovators. Here, she synthesizes and presents perhaps a bit repetitiously her extensive practical findings. *Abstract* recommends her productivity strategies to salespeople, account executives, entrepreneurs, consultants, sales support personnel, and businesspeople.

Agile Selling Jill Konrath, 2015-07-07 Being an agile seller virtually guarantees a prosperous career. When salespeople are promoted, switch jobs, or face new business conditions, they need to learn lots of new information and skills quickly. It's a daunting task compounded by the fact that they're under intense pressure to deliver immediate results. What Jill Konrath calls agile selling is the ability to quickly learn all this new info and then leverage it for maximum impact. Having an agile mindset, one that keeps you going through challenging times, is the crucial starting point. You also need a rapid learning plan that helps you establish situational credibility with your targeted or existing customers in just thirty days. In *Agile Selling*, you'll discover numerous strategies to help you become an overnight sales expert, slashing your path to proficiency. Jill Konrath's fresh sales strategies, provocative insights, and practical advice help sellers win business with today's crazy busy prospects.

SNAP Selling Jill Konrath, 2010-05-27 Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: Keep it Simple. When you make things easy and clear for your customers, they'll change from the status quo. Be Invaluable. You have to stand out by being the person your customers can't live without. Always Align. To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. Raise Priorities. To maintain momentum, keep the most important decisions at the forefront of their mind. *SNAP Selling* is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

Mastering the World of Selling Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U.S. who are involved directly or indirectly in sales, many repeatedly acknowledge facing four major challenges: No prior sales education or training; Lack of formalized sales training resources and methodologies provided by their companies; Due to the recession and downsizing era, lack of 12-18 month professional sales training for new hires provided by Fortune 500 companies; A consistent

struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis FranklinCovey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd Wickman Wilson Learning Dirk Zeller Tom Ziglar Zig Ziglar

Getting a Social Media Job For Dummies Brooks Briz,David Rose,2015-03-16 Your no nonsense guide to getting a job in social media Looking to snag a social media position This fun and practical guide shows you how to stand out from the competition and land your dream job in social media Inside you ll find expert and easy to follow guidance on where you should look for a job in social media how to research companies to target the social media sites where you should be active and much more Plus you ll get resume and cover letter writing tips answers to tricky interview to woo potential employers and advice on creating a valuable social media position within your current company You will also benefit from sample resumes resume templates and videos available to download and view online From SEO specialists to online community managers social media positions are the latest buzz in the job market As businesses have come to value the competitive edge that a strong social media presence can offer these jobs have quickly evolved from short term peripheral positions to highly sought after careers With the help of Getting a Social Media Job For Dummies job candidates in the social media sphere can hone their skillsets and stand head and shoulders above the crowd to not only land an interview but to score a job in this exciting field Position yourself wisely in a crowded and rapidly growing field Be active on key social sites Write a winning resume that gets your foot in the door Create a social media position in any company Packed with expert authoritative information and with a dash of humor thrown in for fun Getting a Social Media Job For Dummies is your go to handbook for landing a social media position

It's Your Biz Susan Wilson Solovic, Ellen R. Kadin, 2012 Making sound investments is tough

enough without having to worry about unscrupulous financial advisers and outright frauds But recently strengthened laws aren't enough to stop the professionals intent on profiting from or just plain stealing your money As an Enforcement Branch Chief at the Securities and Exchange Commission Pat Huddleston witnessed countless people lose their life savings to reckless stockbrokers and fraudulent schemes Now an SEC recommended Receiver and CEO of a securities and investment fraud investigation agency Huddleston has intimate knowledge of how scam artists and bad brokers operate In *The Vigilant Investor* he explains WHY we fall for investment scams HOW con artists play on our emotions and WHAT we can do to protect ourselves from predators With its unique look into the science of financial decision making the book blows up the popular myths and simplistic do's and don'ts of investing while sharing techniques anyone can use to perform due diligence even better than the experts With gripping stories of actual cases Huddleston sheds light on the dark corners of the investment industry and teaches investors and professionals alike how to spot fraud and guard themselves against financial catastrophe

Masters of Sales Ivan Misner, 2007-08-01 Sold The magic word The holy grail Why are some salespeople remarkably successful while others make call after call with no results How do some turn any no into a yes while others can't even get their foot in the door For the first time more than 70 of the most successful salespeople in the world have come together to reveal their secrets to success You'll learn what makes these outstanding sellers true masters of their craft and how you can adapt the masters tactics for your own Learn Martha Stewart's secrets to promoting yourself as an expert Discover the 11 key questions to ask from Harvey McKay Get Anthony Parinello's advice on selling to CEOs Be trained in guerrilla tactics for direct selling from Jay Conrad Levinson Find out Brian Tracy's secrets on the psychology of selling Bursting with valuable advice from Jack Canfield Anthony Robbins Keith Ferrazzi Tom Hopkins Al Lautenslager and more than 60 other masters of the art of selling this exclusive compilation of the best sales strategies ever known puts you on the fast track to sales success

Professional Services Marketing Mike Schultz, John E. Doerr, 2009-07-30 Praise for Professional Services Marketing This book is that rare thing simultaneously wise practical readily accessible and data driven A necessary addition to your reading David Maister author of *Managing the Professional Service Firm* Professional Services Marketing will certainly become the bible of the field in short order Without a doubt the most useful compendium of marketing insight for the practicing professional services firm executive BRAVO Leonard A Schlesinger President Babson College and coauthor of *The Service Profit Chain* It's no longer sufficient to be a good expert for hire you need a brand and a powerful marketing engine behind you Professional Services Marketing is a gold mine of research based strategies best practices and specific techniques that will help you consistently win in the client marketplace and outshine your competition It's thoughtful funny and filled with the how to so often missing in business books Andrew Sobel coauthor of *Clients for Life* Schultz and Doerr offer tactics and information in an easy to read concise and enjoyable format Professional Services Marketing should be a required resource in every professional marketer's tool box R Granville Loar Executive Director

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The New Rules of Marketing and PR David Meerman Scott, 2007-09-17 For marketers The New Rules of Marketing and PR shows you how to leverage the potential that Web based communication offers your business Finally you can speak directly to customers and buyers establishing a personal link with the people who make your business work This one of a kind guide includes a step by step action plan for harnessing the power of the Internet to create compelling messages get them in front of customers and lead those customers into the buying process

Lean B2B Étienne Garbugli, 2022-03-22 Get from Idea to Product Market Fit in B2B The world has changed Nowadays there are more companies building B2B products than there's ever been Products are entering organizations top down middle out and bottom up Teams and managers control their budgets Buyers have become savvier and more impatient The case for the value of new innovations no longer needs to be made Technology products get hired and fired faster than ever before The challenges have moved from building and validating products to gaining adoption in increasingly crowded and fragmented markets This requires a new playbook The second edition of Lean B2B is the result of years of research into B2B entrepreneurship It builds off the unique Lean B2B Methodology which has already helped thousands of entrepreneurs and innovators around the world build successful businesses In this new edition you'll learn Why companies seek out new products and why they agree to buy from unproven vendors like startups How to find early adopters establish your credibility and convince business stakeholders to work with you What type of opportunities can increase the likelihood of building a product that finds adoption in businesses How to learn from stakeholders identify a great opportunity and create a compelling value proposition How to get initial validation create a minimum viable product and iterate until you're able to find product market fit This second edition of Lean B2B will show you how to build the products that businesses need want buy and adopt

Dirty Little Secrets Sharon Drew Morgen, 2009-10 What is stopping you from closing all of the sales you deserve to close Hint it's not you not your solution and not the buyer It's the sales model itself Now in this revolutionary book written by the visionary and NYTimes Business Bestseller Selling with Integrity go behind the scenes with the buyer and learn all of the details that go on off line prior to a purchase And learn the 12 dirty little secrets that are part of the sales model that actually prevents buyers from buying Dirty Little Secrets why buyers can't buy and sellers can't sell and what to do about it breaks down the entire buying decision process and offers a complete understanding of how buyers

buy the steps they go through the systems issues they must manage internally the types of decisions they must make And learn how the sales model manages merely the last action that buyers take before they adopt a solution Moving beyond her 7 other highly acclaimed books on her revolutionary Buying Facilitation R model her new book goes to the heart of the buying decision with great examples and a complex case study to teach the model Selling with Integrity reviews Finally a sales paradigm which supports our spiritual values and lays the foundation for the shifts occurring in business today Ken Blanchard coauthor of The One Minute Manager Morgen s Buying Facilitation R is light years ahead of the rest of the field Philip Kotler author of Marketing Management Dirty Little Secrets reviews Because of this book we ll never be able to go back to the old way of selling It teaches us how buying decisions are made missing from the industry until now This book is too big to push under the rug It s crystal clear and easy to understand and necessary for any serious sales professional Jeff Blackwell Founder SalesPractice com This book is a dead on analysis of how buying decisions get made Anne Miller author Metaphorically Selling Sharon Drew has turned traditional sales thinking upside down and has provided a tactical roadmap for sellers to help buyers get the internal buy in necessary to buy Michael Norton Founder CanDoGo com Dirty Little Secrets takes us inside our buyer s decision making process where we discover factors they need to address prior to buying most of them having nothing to do with our solution Jill Konrath author Selling to Big Companies Revealing the secret to how people really buy has been untouched until now Dirty Little Secrets delivers powerful insights and practical thinking that transform not only selling but all forms of decision making Lee J Colan author Sticking to It Having pioneered the new sales paradigm more than two decades ago Sharon Drew is back with a very human accessible and powerful approach Britton Manasco Principal Manasco Marketing Partners This is not a business as usual book but a dramatic change in how we sell Someday Buying Facilitation R will be a natural part of our sales process Reg Nordman Managing Partner Rocket Builders Dirty Little Secrets is a must read for all senior executives Morgen explains why sales fails and provides deep insight into how customers decide Mark Dallmeir CEO The ROBB Group Holdings Sharon Drew s Buying Facilitation R model is the only approach that manages the off line decision making We ve used her process for 10 years and our revenues have grown consistently Dirty Little Secrets should be on the desk of every CEO and sales professional Jack Hubbard CEO St Meyer Hubbard Social entrepreneurs and progressives get uncomfortable about sales techniques and wary of manipulating people Dirty Little Secrets teaches how to serve customers with no persuasion or manipulation how to do good make money and keep integrity intact Gil Friend CEO Natural Logic [People Love You](#) Jeb Blount, 2013-02-04 What you experience is what you remember The more emotional the experience the deeper it is branded into your memory Experience has a massive impact on buying decisions Every touch point every time you or someone in your company engages a customer it creates an experience something they remember When they have a negative experience they tend to vote with their feet and their wallets and head straight to your competitors When customers have positive emotional experiences it anchors them to your brand your

product or service and ultimately to you In the twenty first century competitive advantages derived from unique products or services are short lived because competitors are able to quickly and easily duplicate or match your offering Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries In People Love You you will learn the real secrets of customer experience including 7 Essential Principles of Customer Engagement 5 Levers for Creating a Legendary Customer Experience The Secret to Bridging the Experience Gap How to Leverage the Pull Strategy to become a Trusted Advisor 2 Most Important Rules for Dealing with Pissed off Customers In a hypercompetitive global marketplace protecting your company's customer base the lifeblood of your business must become your number one priority The rubber hits the road with account managers project managers sales professionals and customer service professionals the people most connected to customers who are on the frontlines of customer experience They build unique and enduring emotional connections with customers that creating long term revenue and profit streams In People Love You human relationship guru Jeb Blount gives you a powerful playbook for interacting with customers in a way that creates deep enduring visceral connections that withstand relentless economic and competitive assaults **Smart Calling** Art

Sobczak,2020-04-09 Master cold calling and eliminate rejection forever In the newest edition of Smart Calling Eliminate the Fear Failure and Rejection from Cold Calling celebrated author and sales trainer Art Sobczak packs even more powerful insight into what many people fear prospecting by phone for new business This best selling guide to never experiencing rejection again has consistently found its way into the Top 20 in Amazon's Sales category because its actionable sales tips and techniques have helped many minimize their fears and eliminate rejection The newest edition builds upon the very successful formula of the last edition to help sales professionals take control of their strategy and get more yeses from their prospects With new information this info packed release provides powerful sales insights including The foundational concepts of cold calling featuring real life examples you can carry with you into your sales career Multiple case studies and messaging from successful salespeople across the globe providing even more insight into what works and what's a waste of your time New methodologies that are proven to push you past your fear and into the world of successful prospecting Free access to Art Sobczak's Smart Calling Companion Course where he builds on the many techniques and strategies in the book and will update it with new material and tech resources so that you will always have the current best practices and tools If you're failing to convert your prospects into dollars Smart Calling will help you push past the obstacles holding you back until you're an expert at taking a no and turning it into a yes **Duct Tape Marketing Revised and Updated** John

Jantsch,2011-09-26 Is Your Marketing as Simple Effective and Affordable as Duct Tape Let's face it as a small business owner you are really in the business of marketing The problem for most small business owners is that they suffer from marketing idea of the week syndrome instead of implementing a systematic approach to the problem of small business marketing In

Duct Tape Marketing renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own CAREFUL Duct tape is a serious tool it sticks where you put it So are the ideas in this book If you're ready to make a commitment and are willing to make something happen John's book is a great place to start Seth Godin author of Purple Cow For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere Duct Tape Marketing is the answer I have never read a business book that is as packed with hands on actionable information as this one There are takeaways in every paragraph and the success of John's blog is living proof that they work Duct Tape Marketing should be required reading for anyone who is building a business or thinking about it Bo Burlingham editor at large Inc magazine and author of Small Giants Companies That Choose To Be Great Instead of Big Duct Tape Marketing is a worthy addition to the growing library of how to books on small business marketing concise clear practical and packed with great ideas to boost your bottom line Bob Bly author of The White Paper Handbook With the world suffering from depleted reserves of trust a business that sells plenty of it every day tends to create the most value The great thing about trust as a product feature is that it delivers exceptional returns With this book John Jantsch has zeroed in on exactly what small businesses need to sell every day every hour Ben McConnell co author of Creating Customer Evangelists How Loyal Customers Become a Volunteer Sales Force John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities offline and on Jantsch has the plan to help you thrive in the world of business today Read it all your competitors will John Battelle cofounding editor of Wired and author of The Search How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture Duct Tape Marketing is a great read for anyone in business It has fresh ideas laid out in a practical and useable way I highly recommend this book for growing any business Dr Ivan Misner Founder of BNI and Co author of the New York Times bestseller Masters of Networking *People Buy You* Jeb Blount, 2010-06-21 The ultimate guide to relationships influence and persuasion in 21st century business What is most important to your success as a sales or business professional Is it education experience product knowledge job title territory or business dress Is it your company's reputation product price marketing collateral delivery lead times in stock ratios service guarantees management strength or warehouse location Is it testimonials the latest Forbes write up or brand awareness Is it the investment in the latest CRM software business 2.0 tools or social media strategy You could hire a fancy consulting firm make the list longer add some bullet points put it into a PowerPoint presentation and go through the whole dog and pony show But at the end of the day there will be only one conclusion None of the above You see the most important competitive edge for today's business professionals cannot be found on this list your resume or in any of your company's marketing brochures If you want to know the real secret to what matters most in business just look in the mirror That's right it's YOU Do these other things matter Of course they do but when all things are equal and in the competitive world we live in

today things almost always are People Buy You Your ability to build lasting business relationships that allow you to close more deals retain clients increase your income and advance your career to rise the top of your company or industry depends on your skills for getting other people to like you trust you and BUY YOU This break through book pushes past the typical focus on mechanics and stale processes found in so many of today s sales and business books and goes right to the heart of what matters most in 21st century business Offering a straight forward actionable formula for creating instant connections with prospects and customers People Buy You will enable you to achieve a whole new level of success in your sales and business career You ll discover Three relationship myths that are holding you back Five levers that open the door to stronger relationships that quickly increase sales improve retention increase profits and advance your career The real secret to making instant emotional connections that eliminate objections and move buyers to reveal their real problems and needs How to anchor your business relationships and create loyal customers who will never leave you for a competitor How to build your personal brand to improve your professional presence and stand out in the market place People Buy You is the new standard in the art of influence and persuasion Few books have tackled the subject of interpersonal relationships in the business world in such a practical and down to earth manner breaking what many perceive as a complex and frustrating process into easy actionable steps that anyone can follow

Conversations That Sell Nancy Bleeker, 2013-04-10 This book introduces sales professionals to the collaborative conversation skills they need to capture the buyer s attention and secure business Today s buyers want more from sales professionals than a simple consultation What they re hungry for are meaningful collaborative conversations built on mutual value and trust that result in a win where they the seller and the organization achieve a winning outcome Based on the author s five step sales system What s in It for Them WIIFT Wait Initiate Investigate Facilitate Then Consolidate Conversations That Sell shows you how to Prepare for an effective sales call Identify sales opportunities and the factors that drive buyers to act Adjust their approach to the type of buyer Achievers Commanders Reflectors and Expressers Make conversations flow easily Address problems opportunities wants and needs Work through objections Advance and close sales and more Packed with valuable tools and examples salespeople in all industries will discover how to increase their short and long term sales success by keeping the focus of every conversation where it belongs on the buyer

Become Your Own Boss in 12 Months Melinda Emerson, 2015-01-02 New advice on social media marketing and crowdsourcing Cover

People Follow You Jeb Blount, 2011-10-13 Discover the secrets to influencing the performance of the people you lead Managers don t get paid for what they do but rather for the performance of their people therefore a manager s most important job is coaching behaviors in order to improve performance In People Follow You managers will learn five easily understood and implemented levers critical to influencing the performance of the people they lead Ultimately people follow people that they like trust and believe in Understand how to build stronger relationships with direct and indirect reports that lead to loyalty higher productivity and long term development Relevant to

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