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~~Salespeople are~~

~~Proactive with~~

~~Their Customers,~~

~~Not Reactive~~

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"Many sales
experts focus on
a cookie-cutter
sales

" "strategy, " "
encouraging reps

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to push the customer through a pre-planned sales process -- an approach that can drive customers away. With ProActive Selling, reps have a wide variety of flexible and effective selling tactics

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to choose from.

This enables
The Process
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them to adapt
and approach

each sales call
uniquely and
keep the
customer at the
center of every
sales
presentation.

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Written by

William "Skip"

Miller, 2012

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the 27 tactics
and tools in
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Selling are
practical,
flexible, and
targeted on
improving your
skills. You'll
learn to: -
Focus on how
people buy, not
on how you

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should sell. -

Create a powerful sales introduction on every sales call. - Master the seven qualification questions. - Get rid of "maybes" from the sales funnel.

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book on the
tactics of
selling within a
process. It is
not the way to
sell or a high
level strategic
approach to

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it focuses on
tactics before
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within a pro-
cess, you can
coach and
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and can mea-
sure
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Not all buyers

behave the same

way is the main

idea behind this

book. Miller

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Selling the sales

force to
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understand that
there is no

cookie cutter
pattern to

achieving great
sales results

because buyers
are individuals

and need to be
treated like

individual
buyers.

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Management: How

to Lead,

Motivate, and

Stay Ahead of

the Game.

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Author William

Miller shows

salespeople how

to qualify and

disqualify

prospects

sooner, shift

their focus to

the most

promising

accounts,

examine buyers'

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motivations from
every angle,
quantify the
value

proposition
early, double
the number of
calls returned
from prospective
customers,
appeal to the
real decision-
makers, use
technology (e.g.

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cloud, video,

social media,

and more) to
generate leads

and shorten

sales cycles,

and increase the
effectiveness of

every

interaction. Most

sales ...

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In the best case scenario, most reactive sales

calls end with the salesman not the customer doing something.

Reactive sales calls result in the salesman sending more information or arranging

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Selling Control

another phone
call. With
reactive sales
calls the

salesman

relinquishes

control of the

conversation and

lessens the

chance of making

something

happen.

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~~Selling + Control~~

~~Benefits of Pro-~~
~~active selling +~~

~~Pro ...~~

Proactive
control looks
forward to
problems that
could reasonably
occur and
devises methods
to prevent the
problems. It
cannot control

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Selling Control

The Process

Win The Sale

unforeseen and unlikely incidents, such as “acts of God.” Concurrent control. With concurrent control, monitoring takes place during the process or activity.

~~The Control~~

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Selling has twenty-seven tools for the salesperson to use during the sales call in order to maintain control of the process. A sales manager

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can use these
same tools to
make sure the
salesperson is

really in
control of the
sale, at the
point of attack,
the sales call.

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Selling has 20
sales tools and
five sales

manager tools
that you can use
during the sales
call to
establish,
recover from,
and maintain
control of the
sales process.
These will help

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you to increase
the chances a
deal will go
your way and
minimize the
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selling tactics
like the Toward/
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you- as a
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biggest
revelation is
that sales is a
process as well
as an art. Know
the process.

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Selling clearly identifies the tools that

successful sales-people use on a daily basis and provides them for salespeople to use so they can add value in the way they are currently selling.

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Selling is not another “sales process” book, nor is it about “strategizing a sale.” There are too many books out there

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Author William
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