



Selling is Dead: Moving Beyond Traditional Sales Roles and Practices to Revitalize Growth

By Miller, Marc; Sinkovitz, Jason

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword Neil Rackham, Author of SPIN Selling. Acknowledgments. Part I: Building Your New Growth Engine. Is Selling Dead? 1. Customer Abundance. 2. Yesterday's Most Complete Buyer Psychology Model. 3. Diverging from Tradition: Understanding How Organizations Buy Your High-Risk Innovations. 4. From Entry to Closure: Models and Frameworks for Creating and Managing New Selling Opportunities. Part II: Igniting Your Growth Engine. 5. FOCAS: The Language of a Businessperson Who Sells. 6. Bridging the Divide. 7. Navigating the Final Stages to a Consensus "Yes". 8. The REAP Strategy for Harvesting Active Needs. Part III: Sustaining Your Growth Engine. 9. For Chief Growth Officers Only: Tying Your Framework Together. Epilogue: Selecting Talent to Execute Your Large Sale Framework, Lisa Banach, Director of Assessment Services, Sogistics. Resources. Index.



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