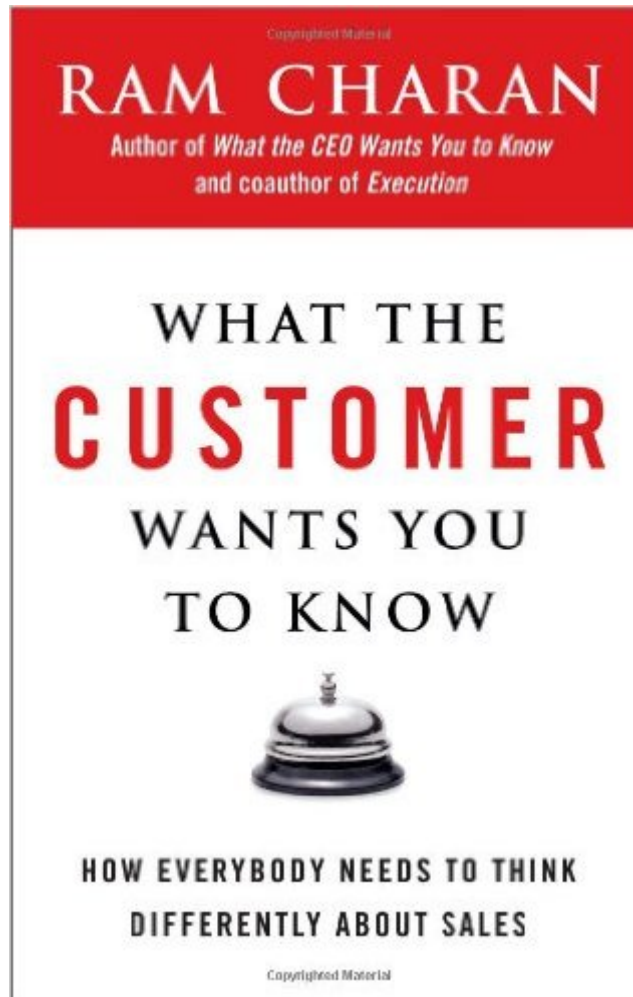


The book was found

What The Customer Wants You To Know: How Everybody Needs To Think Differently About Sales



Synopsis

From the bestselling author of *What the CEO Wants You to Know* how to rethink sales from the outside in ? We have to face the truth: the process of selling is broken. Customers have more choices and are under intense pressure. Yet few companies are facing this reality. When they don't, a lingering malaise sets in. ? More than ever these days, the sales process tends to be a war about price?a frustrating, unpleasant war that takes all the fun out of selling. But there?s a better way to think about sales, says bestselling author Ram Charan, who is famous for clarifying and simplifying difficult business problems. What the customer wants you to know is how his or her business works, so you can help make it work better. It sounds simple, but there?s a catch: you won?t be able to do that with your traditional sales approach. Instead of starting with your product or service, start with your customer?s problems. Focus on becoming your customer?s trusted partner, someone he can turn to for creative, cost-effective solutions that are based on your deep knowledge of his values, goals, problems, and customers. This book defines a new approach to selling?which Charan calls value creation selling?that while radical is nonetheless practical. VCS has been battle-tested in companies in a variety of industries, such as Unifi, Mead-Westvaco, and Thomson Financial. It will enable you to: ? Gain a deeper knowledge of your customer?s problems ? Understand how your customer?s company really makes decisions ? Help your customer improve margins and drive revenue growth ? Connect sales with other key functions such as finance and manufacturing ? Come up with new customized offerings ? Make price much less of an issue VCS gets you out of the hell of commoditization and low prices. It differentiates you from the competition, paving the way to better pricing, better margins, and higher revenue growth, built on win-win relationships that deepen over time. Someday, every company will listen more closely to the customer, and every manager will realize that sales is everyone?s business, not just the sales department?s. In the meantime, this eye-opening book will show you how to get started.

Book Information

Hardcover: 192 pages

Publisher: Portfolio (December 27, 2007)

Language: English

ISBN-10: 1591841658

ISBN-13: 978-1591841654

Product Dimensions: 8.3 x 5.8 x 0.7 inches

Shipping Weight: 10.6 ounces

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (30 customer reviews)

Best Sellers Rank: #132,320 in Books (See Top 100 in Books) #18 inÂ Books > Business & Money > Skills > Secretarial Aids & Training #439 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling #1892 inÂ Books > Business & Money > Management & Leadership > Management

Customer Reviews

In all of his previous books (notably Execution co-authored with Larry Bossidy and then Know-How), Ram Charan focuses his attention on how to achieve and then sustain superior organizational performance. Another earlier work, What the CEO Wants You to Know, is an excellent companion for What the Customer Wants You to Know because it helps those in sales - as well as those who supervise them -- to understand the customer's business more broadly. In fact, the inspiration for the Customer book came from the CEO book. Charan explains in it why traditional sales approaches are unable to satisfy what customers want salespeople to know: How their business works and how they can make it work better. "The heart of the new approach to selling is an intense focus on the prosperity of your customers." Value Creation Selling (VCS) is the foundation of what Charan recommends. He notes that VCS is "sweepingly different from how most companies sell today in these five ways: "First, you as a seller and your organization devote large amounts of time and energy - much more than you do today - to learning about your customers' businesses in great detail...Second, you use capabilities and tools that you've never used before to understand how your customers do business and how you can help them improve that business...Third, you're going to make it your business to know not only your customers but also your customers' customers...Fourth, you have to recognize that the execution of this new approach will require much longer cycle times to produce an order and generate revenue...Finally, top management in your company will have to reengineer its recognition and reward system to make sure that the organization as a whole is fostering the behaviors that will make the new sales approach effective.

[Download to continue reading...](#)

What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales
Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) What the Rich Know That You Don't: How The Rich Think Differently From The Middle Class And

Poor When It Comes To Time, Money, Investing And Wealth Accumulation (The Secrets Of Getting Rich!) Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know What Every 6th Grader Needs to Know: 10 Secrets to Connect Moms & Daughters (What Every Kid Needs to Know) (Volume 1) Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) Habits of the Super Rich: Find Out How Rich People Think and Act Differently: Proven Ways to Make Money, Get Rich, and Be Successful The Doodle Revolution: Unlock the Power to Think Differently The Ultimate Sales Revolution: Sell Differently. Change The World King Me: What Every Son wants and Needs From His Father Lily Learns About Wants and Needs (Cloverleaf Books - Money Basics) Everybody Needs a Rock (An Aladdin Book) Everybody Needs to Forgive Somebody Customer Service: Career Success Through Customer Loyalty (6th Edition) Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Selling 101: What Every Successful Sales Professional Needs to Know The Ultimate Guide to Business Insurance - Restaurant Edition. If You Think You Are Not Liable, Think Again

[Dmca](#)