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**GARY R. FORD MBA, PHD**  
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# Insight Sales Corporate Smarter S P I C E3

**Gary R. Ford**



### **Insight Sales Corporate Smarter S P I C E3:**

Insight Sales (Corporate) Gary R. Ford, 2015-12-16 Insight Sales Corporate If you are a corporate sales person a salesperson that must identify prospective clients and reach out to them for an opportunity to meet or if you are about to become one then this book is for you If you are a corporate sales manager that needs a sales process to teach to sales team members this book is for you This guide shows the sales approach and skills used by the best sales people in today's marketplace those who succeed and excel whether the economy is hot or cold Traditional sales methods such as persuasion information giving relationship building and consultative selling no longer work as they once did Older sales approaches are no longer adequate in today's economic environment where customers are so cost oriented looking to simplify and reduce suppliers and looking for something more than what they can do for themselves when buying Sales people who rise to the top are those that intuitively challenge their customers to new insights This is a book addressing the strategy and tactics of insight sales where the sales person uses a listening process that deepens the customer's understanding and delivers new insights about their own needs and wants facilitates willingness to change and leads to complete solutions not previously considered by the customer Discover how the best sales people help each customer to achieve deeper insights about his or her unique needs and an expanded understanding of what could be accomplished by solving real problems using the Insight Sales approach The best sales people then provide complete solutions that lead to enhanced customer success These sales people distinguish themselves by challenging their customers to recognize real problems the implications of those problems the real and imagined constraints that have prevented the customer from taking action to remedy the problems and the tremendous benefits that can be realized by pursuing the new opportunities that the salesperson is able to deliver The Insight Sales process respectfully challenges customer awareness of their situation problems costs constraints minimum expectations most desired benefits and results and eagerness to change The overall sales process as it should be performed is presented in an organized series of steps and the important skills are identified for each step in the sales sequence Clear corporate sales examples show the skills in action Effectively implemented the Insight Sales process leads to greater customer success very committed customers larger sales easier sales to referred customers and increased personal satisfaction It doesn't matter what you sell It matters how you sell Be exceptional and achieve sales at a higher level Implement just one of the unique ideas in this book and you will more than recover your investment Insight Sales Corporate includes tips for corporate sales managers who wish to improve the performance of their entire sales team

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