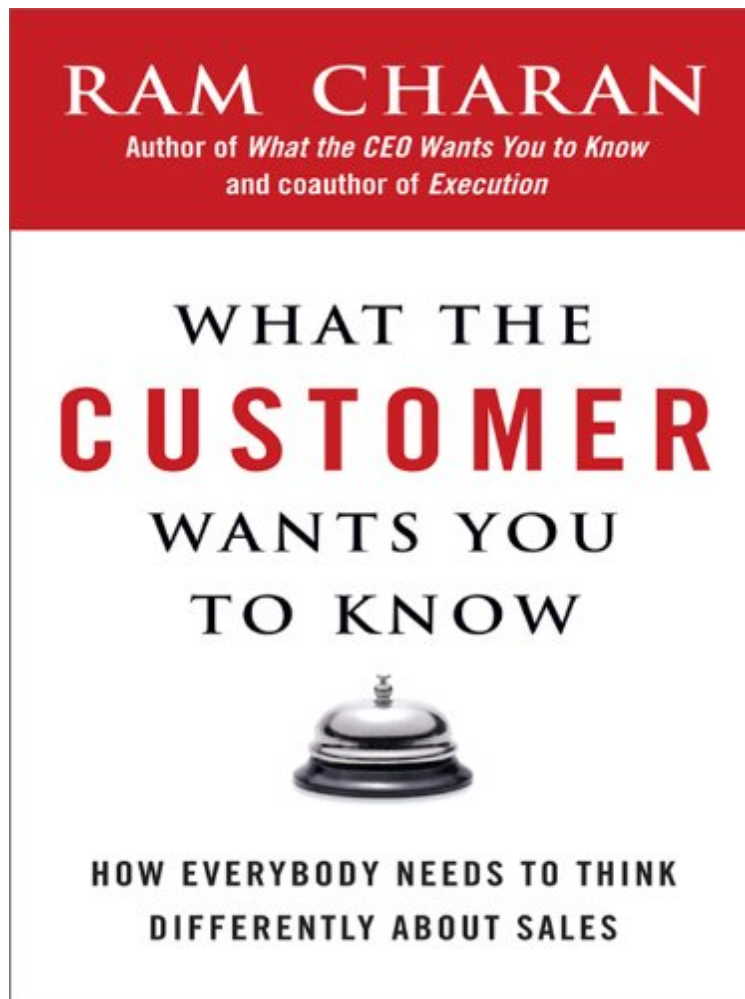


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What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales

Ram Charan

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Ram Charan : What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales before purchasing it in order to gauge whether or not it would be worth my time, and all praised *What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales*:

0 of 0 people found the following review helpful. Five Stars By Stephen Great read! 0 of 0 people found the following review helpful. When You Change How You Think By Leanne Hoagland Smith Using a simple and direct approach supported by equally simple diagrams, Ram Charan explained in his first chapter the problem with sales. He shared how the first salespersons were order takers and in today's market education based marketing where sales people educate is the right approach. He suggests that by focusing on your customers first (novel concept) instead of yourself

(think ego and pocketbook) you as a sales professional will actually realize more dollars in your piggybank and truly be The Red Jacket in a sea of gray suits. Since the sales team needs to change, the sales training must also follow suite. Charan recommends using an apprenticeship approach is one concept as well as communicating success and measuring progress. This last two ideas are not new, but so few companies take these to heart and practice. Even though this is a small book dimensionally with small type, there is a lot of new information. You will need to invest some time because some of his ideas may be foreign to you or may create a "this won't work attitude." 5 of 5 people found the following review helpful. Not Sales 101 but Basic Sales 100 By OpenHeart This book has taken a basic Sales Class and provided new terminology to old techniques with really nothing new at all. To go out and find a few companies that were using the wrong tactics and then turned it around using the right tactics is not a new miracle cure for the industry. Their main theme called "Value Creation Selling" has been around for many decades. The book is not wrong in what it is teaching but it is stuff that I learned under a different title many years ago. Not quite up to Dale Carnegie standards. Your money would be better spent on a book called "How to Win Friends and Influence People". This is not a waste of time but is really nothing new.

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. From the Hardcover edition.

From Publishers Weekly Charan (Know-How) skillfully and efficiently offers a tutorial on upgrading the productivity of any size company's sales force. His answer: evolve salespeople from order takers to knowledgeable ambassadors who approach customers armed with cost-saving solutions they will be happy to pay for. Charan's method involves Value Creation Selling, which at a broad level means reconfiguring a sales force's orientation toward customers' profitability before its own success. The author recommends fostering in salespeople the skills and mindsets of a general manager and equipping them with a value account plan, or the document that defines the value proposition and the business benefits the customer can expect to get from it. Charan walks readers through the process of fixing the broken sales process with a combination of diagrams and anecdotes from real companies, all while applying the concepts and actions to a book-long case study of a fictitious software company, Sturgis Corporation. The book serves as a practical guide to competing with aggressive price-cutters in today's market. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Ram Charan's done it again! In his signature, easy-to-follow style, Ram describes a practical, down-to-earth yet radically new approach to sales and new business development. Any professional—from a CEO to a front-line sales person—who is looking to improve sales effectiveness is sure to find this book well worth reading." —Francisco D'Souza, president and CEO, Cognizant Technology Solutions Corporation "What the Customer Wants You to Know is an excellent primer for any business looking to drive better sales results and profitable growth by focusing on what the customer needs to improve his or her business." —John A. Luke, CEO, MeadWestvaco "What the Customer Wants You to Know challenges sales forces to revolutionize their methods—and our experience at The Thomson Corporation testifies to the fact that the payoff in increased sales and customer loyalty can be significant. His recommendations may sound radical, but they are practical and effective." —Dick Harrington, president and CEO, The Thomson Corporation "What the Customer Wants You to Know offers a revolutionary approach to customers and sales. Ram Charan provides readers a detailed road map of the coming organization in which creating

value for customers becomes everyone's primary goal. It is must reading for every manager and salesperson." —Murray Martin, CEO, Pitney Bowes, Inc. "For the winners in today's complex business environment, the days of simply selling products and services are over. I recommend *What the Customer Wants You to Know* for anyone trying to understand the shifting sands of today's competitive environment." —Bill Teuber, vice chairman, EMC

About the Author Ram Charan is the go-to adviser for corporate directors and CEOs. Highly sought for his unique insights and practical wisdom, Charan has counseled some of the world's most successful and prominent business leaders at such companies as General Electric, DuPont, Verizon, and EMC. His expertise in corporate governance stems from firsthand experiences helping boards with strategy sessions, successions, self-evaluations, and CEO compensation. Charan is cohost of the Fortune Boardroom Forums, has served on the NACD's Blue Ribbon Commission on Corporate Governance, and is director of the Six Sigma Academy and of Austin Industries in Dallas. He is coauthor of two bestsellers—*Execution and Confronting Reality*—and has been published by *Fortune* and *Harvard Business Review*. Charan is the author of the 1998 book *Boards at Work*. He has an MBA with high distinction and a doctoral degree with boards of directors as a field of study from the Harvard Business School. Reader of over four hundred audiobooks, Dick Hill has won three coveted Audie Awards and been nominated numerous times. He is also the recipient of several AudioFile Earphones Awards. AudioFile includes Dick on their prestigious list of Golden Voices.