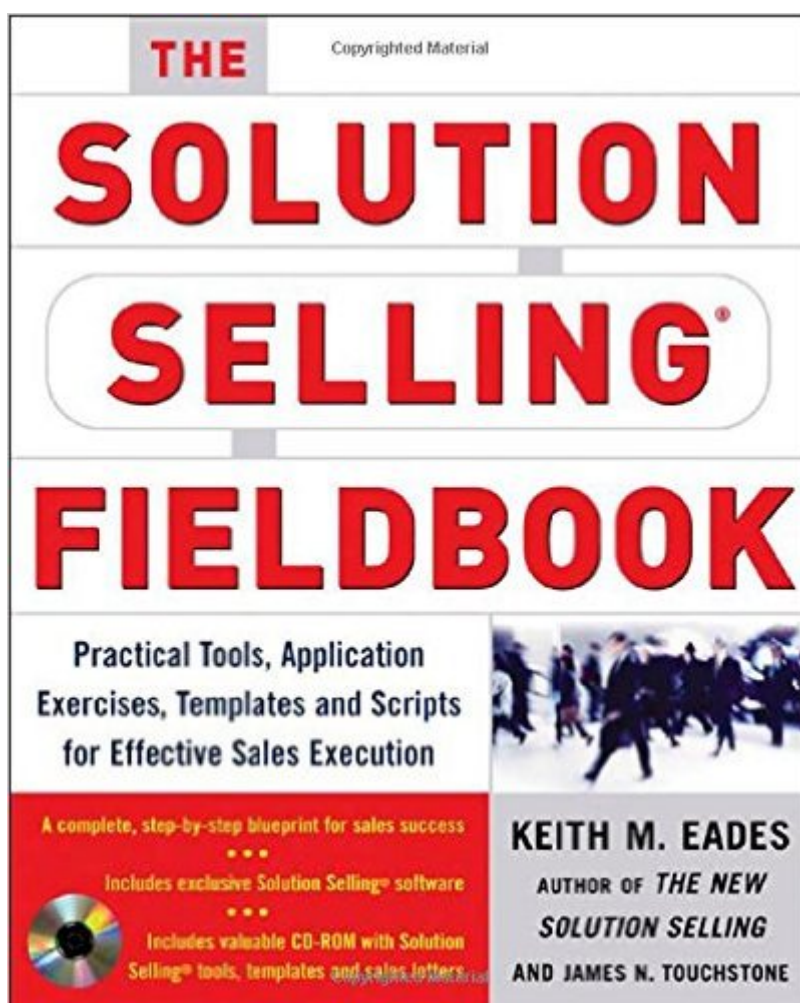


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# The Solution Selling Fieldbook: Practical Tools, Application Exercises, Templates And Scripts For Effective Sales Execution



## Synopsis

The breakthrough process used by more than 500,000 sales professionals worldwide! The Solution Selling Fieldbook helps you integrate the plan's nuts-and-bolts techniques into your own day-to-day practices, and immediately gain access to key decision makers, diagnose buyers' business issues, and increase top-line sales. Building on the processes, principles, and management systems outlined in The New Solution Selling, this practitioner's workbook features: A complete step-by-step blueprint for sales success A trial copy of Solution Selling software A valuable Solution Selling CD-ROM that includes tools, templates, and sales letters Includes Exclusive Solution Selling Software on CD-ROM More than 120 work sheets on negotiating, opportunity assessments, implementation plans, and more Letters/e-mail templates Coaching on Solution Selling techniques Import/export capabilities Links to more Solution Selling content

## Book Information

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## Customer Reviews

The Solution Selling Fieldbook is the perfect compliment to Keith Eades 2004 book, The New Solution Selling. The New Solution Selling is an excellent book destined to become a sales classic. However, in sales, having a great theory doesn't necessarily translate into becoming a great salesperson. The Solution Selling Fieldbook provides tools to effectively implement the sales process and sales strategies discussed in The New Solution Selling. The CD-ROM included in the back of the book makes it easy for the salesperson to personalize all of the worksheets and templates to his or her own territory. Eades formula for sales success in The New Solution Selling is:

Pain x Power x Vision x Value x Control = Sale. The authors of the fieldbook maintain that a successful sales call is a result of effective planning and research. Fortunately, the fieldbook provides all of the tools to effectively plan the sales call. The fieldbook begins by helping salespeople identify areas of pain in their accounts. As the book points out, "no pain, no change." Discovering the pain is the most important step in the process because it influences everything else that happens in the sales call. The worksheets and examples in the fieldbook help the salesperson identify the "pain" in his or her accounts. An important issue to understand is that pain varies depending upon the key player's job responsibilities. Too often, salespeople focus on one player in the buying center and ignore the others. By providing a systematic format, the fieldbook helps the salesperson make sure that the key players in an account have been identified. While each key player has unique pain areas, the effects of the pain are felt at the company level.

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