

Current economic conditions are forcing everyone from large corporations to smaller privately held companies to maximize their revenue streams from new and existing customers. To be successful, firms today must outsell their competition and exceed customer expectations—thus creating long-term satisfaction and loyalty. While basic sales methodologies instruct salespeople on the nuts and bolts of the sales process—who to approach in an organization, when to ask questions, and what to ask—ROI Selling takes them to a new level. Using a unique 360 Degree Measurement technique, this guide provides practical tools for turning valuable customer feedback into a compelling case for their products and services. Sales professionals will be able to demonstrate to the customer how their products and services will produce a more successful and tangible outcome than the competition. Techniques from ROI Selling are currently being used to effectively increase the productivity of sales forces in a variety of industries, and they have been licensed by the authors of Solution Selling as part of their training programs that reach thousands of sales professionals each year. Through the use of actual case studies, ROI Selling provides stories, success criteria, and actual statistics on value estimation to aid readers in building compelling ROI models for their own products and services.

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