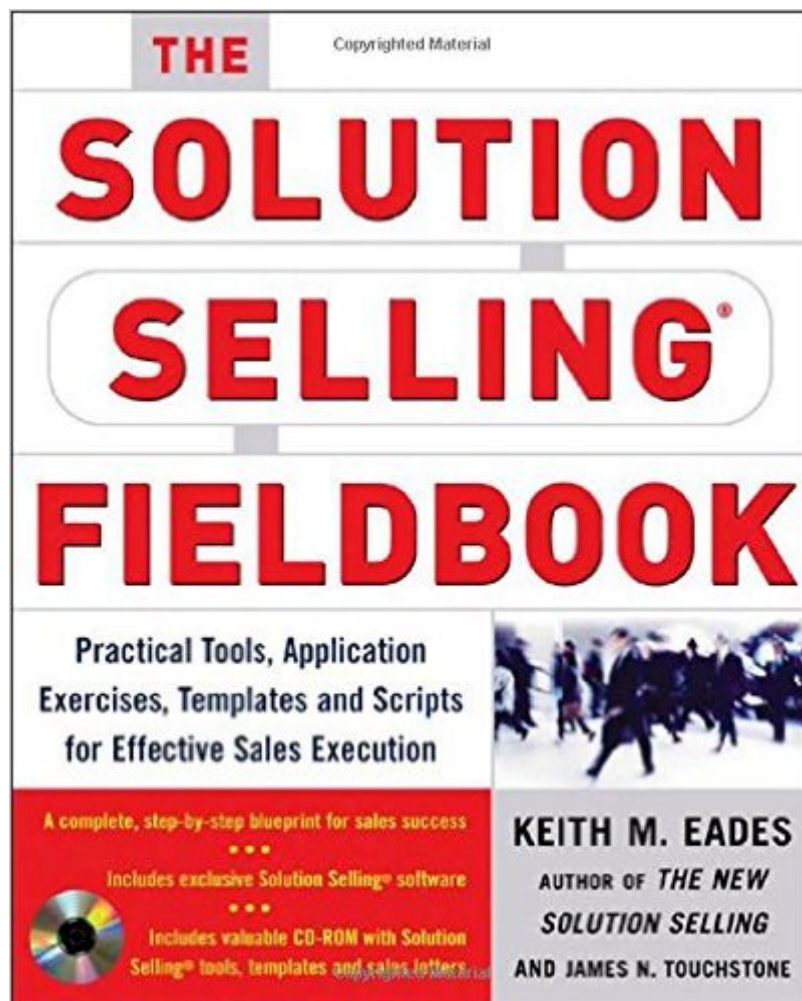


The book was found

# 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

Paperback: 288 pages

Publisher: McGraw-Hill Education; 1 edition (July 14, 2005)

Language: English

ISBN-10: 0071456074

ISBN-13: 978-0071456074

Product Dimensions: 7.4 x 1 x 9.3 inches

Shipping Weight: 4.8 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars Â Â See all reviews Â (17 customer reviews)

Best Sellers Rank: #489,458 in Books (See Top 100 in Books) #97 in Â Books > Business & Money > Management & Leadership > Quality Control & Management > Six Sigma #1442 in Â Books > Business & Money > Marketing & Sales > Sales & Selling #8909 in Â Books > Business & Money > Economics

## 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.

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

The Solution Selling Fieldbook: Practical Tools, Application Exercises, Templates and Scripts for Effective Sales Execution 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) 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. 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) The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises, and Resources Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) NON FICTION BOOK TEMPLATES (2016): 3 Simple Templates for Your New Non-Fiction Book The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization 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) Habit 3 Put First Things First: The Habit of Integrity and Execution (7 Habits of Highly Effective People Signature) Thrift Store: How to Earn \$3000+ Every Month Selling Easy to Find Items From Thrift Stores, Garage Sales, and Flea Markets ( FBA - Selling on Ebay ... Online - Etsy Business - Work From Home) Accessible XHTML and CSS Web Sites: Problem - Design - Solution (Wrox Problem--Design--Solution) Practical Project Management for Agile Nonprofits: Approaches and Templates to Help You Manage with Limited Resources The Toyota Way Fieldbook The Six Sigma Way Team Fieldbook: An Implementation Guide for Process

Improvement Teams The Trusted Advisor Fieldbook: A Comprehensive Toolkit for Leading with Trust Practical Management Science, Revised (with CD-ROM, Decision Making Tools and Stat Tools Suite, and Microsoft Project) The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand Wiley GAAP: Interpretation and Application of Generally Accepted Accounting Principles 2011 (Wiley GAAP: Interpretation & Application of Generally Accepted Accounting Principles) ASP.NET Core Application Development: Building an application in four sprints (Developer Reference)

[Dmca](#)