Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."—Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado

Mastering the Complex Sale - How to Compete and Win When the Stakes are High!

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives."—Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin

"This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together."—Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment."—Samik Mukherjee, Vice President, Onshore Business, Technip

"Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!"—Lee Tschanz, Vice President, North American Sales, Rockwell Automation

"Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks."—Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels."—Sven Kroneberg.
President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. “Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference.” —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

**Make Winning a Habit: 20 Best Practices of the World's Greatest Sales Forces**

A master of the complex sale and a bestselling author, Rick Page is also one of the most experienced sales consultants and trainers in the world. Make Winning A Habit defines the gap between what companies know to do and how they consistently perform. Page clearly identifies five “Ts” of transformation: Talent, Technique, Teamwork, Technology and Trust. These five elements, when fully developed and integrated into the sales and marketing organization, begin to create the habit of winning over customers in every industry. Stories of successes-and failures-from members of prominent companies help you apply the five “Ts” to your company’s culture, and point the way to more effective plans for motivating employees, building and coaching winning teams, and improving hiring processes. Then, with the use of Page's assessment scorecard, you can compare your company with some of the strategies and practices of the best sales forces in the world. Designed to gauge your organization’s effectiveness and further develop breakthrough sales growth, this scorecard highlights your strengths and weaknesses, helping you bridge the gap between where you are and where you need to be. You’ll also learn about: The “Deadly Dozen” (pains sales managers feel today) and how they can kill business A ten-point process for identifying and hiring nothing less than “A” players The 8 “ates” of managing strategic accounts and how they will maximize revenue and elevate relationships How to identify and correct the six most common areas of poor individual sales performance With Make Winning A Habit, you'll discover the obstacles between you and the consistent sales performance you can achieve-and find the tools to not only make success a habit, but one that will keep growing with your business.

**The Key to Success**

Self-made man and renowned Baptist minister Russell Conwell helped to usher in a paradigm shift in Christian thinking in the late nineteenth and early twentieth centuries -- and also managed to help remake the self-help genre in the process. The Key to Success is a comprehensive overview of Conwell's philosophy, and it's chock-full of ideas that will help you make your wildest dreams of success come true.

**Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding and Influencing How and Why Your Customers Buy - A Winning Strategy to Maximize Sales By Understanding and Influencing**
**How and Why Your Customers Buy**

How to capture customers by learning to think the way they do The most common complaint Bill Stinnett hears from his corporate clients is that would-be vendors and suppliers "just don't understand our business." In Think Like Your Customer, Stinnett explains why the key to landing corporate customers is to learn to think about the things executives and business owners think about and understand how they make complex buying decisions. Drawing upon his years of experience as a Fortune 500 consultant, he offers sales and marketing professionals a powerful framework for understanding the inner workings of a business; knowing what motivates its executives and influences their buying decisions; identifying a company's organizational structure and decision-making psychology; and using that information to develop a winning strategy for influencing how and why the customer buys. In addition, you receive: Solid marketing insights delivered in a fun, breezy style by a top corporate consultant and seminar leader Expert tips on how to maximize the value and profitability of relationships with corporate clients and customers

**Digital Influencer - A Guide to Achieving Influencer Status Online**

Featured on Forbes as a "marketing book you have to read before your competition!" As seen on Forbes, Entrepreneur Magazine, Inc. Magazine, Search Engine Land, Marketing Land and more. Take control now! Learn how to become an influencer from veteran UCSD teacher, online marketing consultant and CEO, John Lincoln. This book as exact, step-by-step strategies to reaching influence status. Get it now! It is all for a good cause. 100% of proceeds from the first 1,000 books sold will be donated to families where a member is struggling with cancer. Help us reach our goal. Digital Influencer Book Description | by John Lincoln, MBA, CEO, Entrepreneur, UCSD Teacher Who will you be in life? Will you be a follower? Or will you be an influencer? Definition Digital Influencer: An online persona with the power to stimulate the mindset and affect the decisions of others through real or perceived authority, knowledge, position, distribution or relationships. This book does not hold anything back. But neither can you if you want to be an influencer. You have to fully dedicate yourself, otherwise it is impossible. Too often, people believe that influencers are born, not made, and that we can't learn how to do what they do. Wrong! You can become an influencer and do so much more quickly if you are focused and know the right steps to take. This practical guide to becoming an influencer in your industry will explain what influence is and how it works. It will show you how to grow your following, build credibility and develop your identity as an authority in your field. It will provide direction in how to educate yourself, create compelling content, harness the power of social media and engage with your community. It will teach you how to build an online persona that is so powerful, a simple social media update or blog post will be able to affect change in your industry. This process works. I have done this for myself and hundreds of clients. This book is your shortcut to reaching influence status fast. Instead of wasting decades or even your entire life trying to figure out what you need to do, I'm just going to tell you how it works. I'll also help you develop a personal plan. I am going to start off by giving you some important background information and concepts that are critical to know if you want to become an influencer. As we progress, I will give you more specifics regarding tools, strategies and even a timeline. This book is the complete guide to become a leader and influencer in your industry. Buy it now, it will
be one of the best investments you have ever made in your career and life. Short Bio - John Lincoln John Lincoln is CEO of Ignite Visibility and a digital marketing teacher at the University of California San Diego. Lincoln has worked with over 400 online businesses and has generated millions in revenue for clients. He is a noted author on Search Engine Land, Marketing Land, Search Engine Journal and Entrepreneur Magazine and has been featured on Forbes, CIO Magazine, Good Morning San Diego, the Union Tribune and more. Lincoln has been awarded top conversion rate expert of the year, top SEO of the year, best social media campaign of the year and top analytics column of the year. In 2014 and 2015, Ignite Visibility was named #1 SEO company in California and top 2 in the nation.

**Smart Social Media - Your Guide to Becoming a Highly Paid Social Media Manager**

Smart Social Media is the definitive hands-on guide on how to claim your share of the current social media marketing boom and how to build a lucrative business part-time by providing social media marketing services to businesses and entrepreneurs both locally and worldwide. This guide collects valuable lessons from current Social Media Managers and highlights key marketing strategies related to Facebook, video marketing, and YouTube. In Smart Social Media, you will discover: Why there is such a high demand for Social Media Managers and so many opportunities for the services they offer How you can start TODAY, even if you have no prior experience Expert advice on how to close a sale with your clients, charge top dollar, and increase your fees Expert advice on how to avoid common pitfalls when starting out as a Social Media Manager Why being a Social Media Manager can provide for a great lifestyle How to deliver effective and powerful Facebook, video marketing, and YouTube campaigns to grow your clients' businesses How to grow your own business through outsourcing and delegation Other online marketing services you can offer to your clients And much, much more... This is a step-by-step guide that shares strategies and techniques you can implement immediately to build a successful social media marketing business for small businesses while living anywhere you want and servicing clients all around the world.

**Make Winning a Habit: Five Keys to Making More Sales and Beating Your Competition**

Breakthrough techniques for consistent sales from the guru of selling success, Rick Page In Make Winning a Habit, sales expert extraordinaire Rick Page identifies five universal areas of sales effectiveness-Technique, Technology, Talent, Teamwork, and Trust-and demonstrates how they are applied differently to the four levels of sales strategy: Individual Skills, Opportunity Management, Account Management, and Industry/Market Messaging. The result is more than 20 best practices from the top sales organizations around the world. Page then shows how to take these practices and turn them into winning results.

**Finding Myself**

A time to reflect on my seventy years of life. Maybe some folks will be interested in my life and
the folks I have met, or maybe not. This is a non-traditional memoir, filled with alphabetical vignettes not chronological ones. I have made a foray into fiction with an asterisk: in those cases where I have marked the vignette as fictional, it might be 100 percent not true, but in many cases I knew of, was part of, or heard from others about the story itself. At any rate, the entire book is my recollection of things past, and as in all recollections, the more distant the memory the clearer the details.

**The Writer Behind the Words (Revised and Updated)**

"A highly motivational resource." The Midwest Book Review At some point in their career, all writers experience either the pain of rejection, discouragement, disappointment, and/or other hazards of the writing life. The key is to identify the obstacles ahead and know how to overcome them. - Learn the truth about failure. - Discover the ultimate dream killer. - Find out how to get rid of a wet blanket - Discover the one secret every full-time writer knows - And much more This revised and update edition includes information for indie authors, expands on the necessary traits of long-term professionals and addresses other changes in the industry. Your destiny is at hand!

"If only Sam had known how many young men feel as lost as he did": In this shattering testimony, a grieving brother describes his 15-year-old sibling's suicide - and how ...

That tiny last bit of hope was extinguished ... As Sam had had suicidal thoughts, his GP did not prescribe medication — some studies suggest antidepressants may initially increase the ...

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The Learning Network

By The Learning Network How do you feel when you wear it? What do you hope to express about yourself through your fashion choices? By Callie Holtermann Each week we spotlight five student ...

Tracey Cox reveals why you must stop making excuses not to have sex

But if the frequency of sex is waning, the excuses for not having it are winning — and you’ll be the loser. Keep letting these ‘It’s not convenient right now’ situations stop you ...

Ohio Election Workers Sentenced to 18 Months for Rigging 2004 Presidential Recount

Just for the record, only 6 votes registered for Kerry instead of Bush in each of ... "This big conspiracy, it's not there," Dreamer said. She said she wasn't protecting anyone at the board and had ...

Anderson Cooper Full Circle

Catch up with Stephen Colbert, Henry Winkler and more of Anderson Cooper's friends on his 24 hour streaming channel. WarnerMedia uses data to improve and analyze its functionality and to tailor ...

GEOSPACETECHNOLOGIESCORP(GEOS)Q42021EarningsCallTranscript

Hosting the call today from Geospace is Mr. Rick ... sale of our traditional seismic products. Revenue for the 12 months of 2021 was $4.5 million, a decrease of 32% compared to revenue of $6.7 ...

Are Bike Brands Greenwashing? We Asked An Expert

But climate change is a complex topic and it's tough to distinguish ... consultancy called Avieco where my role focuses on strategies to reduce carbon emissions and helping clients adopt ...

Bloomberg Politics
The U.S. demonstrated its strength in the contest when it blocked, for now, the construction of a Chinese military base in the UAE. The Los Angeles and San Diego school systems want teachers to...

Supreme Court, municipal elections on tap for Pennsylvania voters
HARRISBURG — Pennsylvania voters will pick four jurists to serve on statewide appeals courts Tuesday, although the marquee race for a seat on the state Supreme Court will not change Democrats...

Arts & Entertainment
Doors to the "Nightcap at the Museum," event on Dec. 3 open at 6:30 p.m. Guests will have until 9:30 p.m. to roam the halls of the museum, snack and mingle with other visitors. And also...

HP and WWF Announce Bold Partnership Expansion to Conserve and Restore Forests
to further its commitment to forest conservation as part of HP's comprehensive climate action strategy. By doing so, HP raises the bar for corporate leadership on nature-based solutions as the...