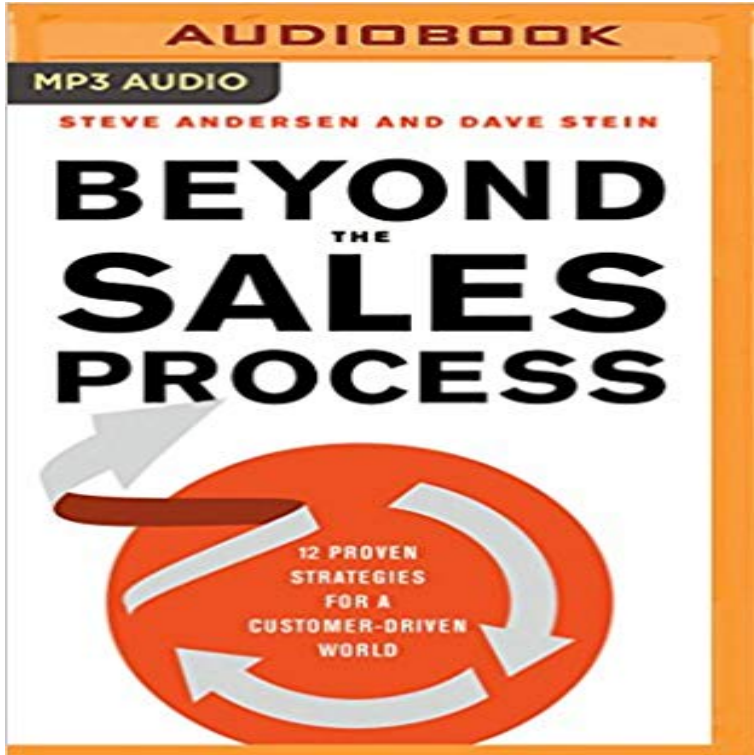


# Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World



The average customer spends less than 5% of their time engaged in the buying of products and services...meaning that sales professionals who focus solely on the moment of the sale have made a fatal miscalculation. Featuring instructional case studies from companies including Panasonic, Hilton, Merck, and Honeywell, this evidence-based book provides readers with a proven methodology for driving success before, during, and after every sale. Embracing the entire customer life cycle, Beyond the Sales Process reveals twelve essential strategies including: \* Study your customer \* Give them compelling reasons to engage \* Build a vision for them of their own success \* Understand your customers drivers, objectives, and challenges \* Achieve alignment \* Create and realize value \* Learn from your results to cultivate lasting and mutually beneficial relationships. Reinforced by research from Aberdeen Group, SAMA, ITSMA and others, this book will help you to grow with your customers and take your sales performance to a whole new level.

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