

Five Proven Strategies from the World's Sales Leaders

The Art of Selling Your Message

Epc: New Strategic Selling

Strategic Selling

Atomic Habits

How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry

Argues that knowing and understanding customers' needs will improve sales and will build a trusting relationship between buyer and seller.

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work.

Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time.

Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Written by the authors of Strategic Selling, this is the revolutionary system for face-to-face selling that's used by America's best companies.

The Revolutionary System for Face-to-face Selling Used by America's Best Companies

Sales Growth

Secrets of Question-Based Selling

Convince the C-Suite. Win Over Management. Secure the Sale.

How to Focus Everyone in Your Company on the Vital Business of Selling

Squeeze Me

Transforming the Buyer/Seller Relationship

For the Accounts You Can't Afford to Lose: The Strategies that Will Keep Your Customers Coming Back Whether your company has \$50,000 or \$5 million in sales, chances are that at least half of your revenue comes from a few crucial accounts. What does it take to keep them going strong? The authors of The New Strategic Selling and The New Conceptual Selling present a hard-hitting, no-nonsense book of techniques to improve your most important business relationships. Updated with recent examples of actual success stories, this new edition explores how online click speeds have resulted in highly sophisticated customers who expect all services to be done in "real time." Discover: • The Long View: Studying and really understanding your company-and your customer's business-can mean years of selling success • "Lamp" Strategies: Activate a Large Account Management Process strategy to turn your best customers into permanent "external assets" • Trends and Market Forces: Constantly identify and reappraise the conditions that can make your services more crucial than ever • Channels of Communication: The right contacts and communication lines will help you make key changes-before it's too late!

The Book That Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate and helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list in the industry. The New Strategic Selling This modern edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: • How to identify the four real decision makers in every corporate labyrinth • How to prevent sabotage by an internal deal-killer • How to make a senior executive eager to see you • How to avoid closing business that you'll later regret • How to manage a territory to provide steady, not "boom and bust," revenue • How to avoid the single most common error when dealing with the competition.

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A New Strategic Approach to Sales, Marketing and Customer Service

From Copy Strategy to Iconic Brands

The Surprising Truth About Moving Others

Sales Differentiation

The Psychology of Selling

To Sell Is Human

Disruptive Selling