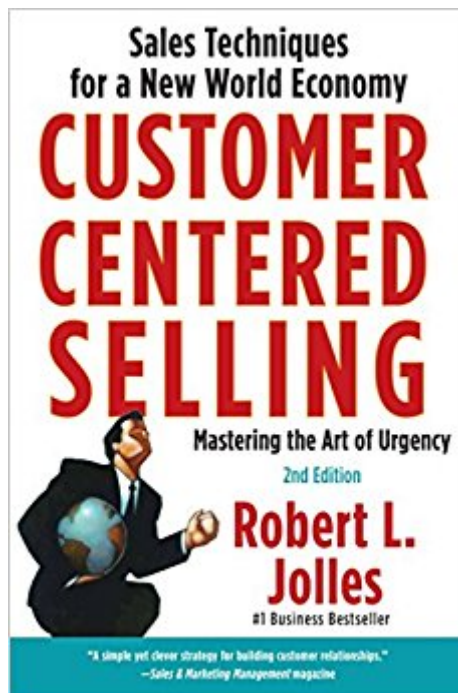




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Customer Centered Selling: Sales Techniques For A New World Economy



Synopsis

This revised edition of Robert Jolles's classic book on sales technique features brand new material throughout, including illustrations, teaching aids, coaching techniques, and true implementation strategies! When you have a process, you have a way of measuring what you are doing. When you can measure it, you can fix it! Customer Centered Selling teaches the secrets of the world-famous Xerox sales training by reversing the conventional selling practices of searching for customer needs, pitching product, and adopting an order-taking mentality. Jolles provides a systematic, repeatable, predictable approach that teaches how to anticipate and influence behavior by studying and understanding the client's "Decision Cycle" and critical "Decision Points." Through the use of case studies, interactive activities, and job aids, anyone—from a seasoned sales professional to a manager or parent—can not only learn the power to influence behavior, but can implement these ideas as well. Put to good use by Toyota, Disney, NASA, Nortel, General Electric, a dozen universities, and more than fifty financial institutions, Customer Centered Selling provides a step-by-step, consultative process that inspires as it teaches.

Book Information

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Customer Reviews

Sales & Marketing Management A simple yet clever strategy for building customer relationships....A useful read for both trainers and sales managers. Wesley R. Moy Vice President-Director of Sales Development, Chase Investment Services Corp. Rob Jolles can help you find and develop the skills to reach your sales goals through his proven customer-focused sales techniques. Phil Duff former

Chief Financial Officer, Morgan Stanley At last! A sales primer for the intelligent salesperson. It involves the salesperson actively in the customer's buying process instead of relying on jargon, slogans, and gimmicks. Professor Roger Volkema Kogod College of Business Administration, American University If you want to sell, Rob Jolles will teach you how. He is that rare combination of salesman extraordinaire, trainer, and writer.

Robert L. Jolles is a master corporate trainer and one of the most sought after business speakers in the country. His programs and twenty plus years of delivery have allowed him to amass a client list that reads like a Who's Who of Fortune 500 Companies. He not only successfully sold for two of the most respected sales institutions in the nation, New York Life & Xerox; he was instrumental in creating, delivering, and managing Xerox Corporation's highly touted customer sales training programs. A published author of three bestselling books, and President of Jolles Associates, Inc., his programs teach you the lessons taught by Xerox to their sales force and customers. These programs have allowed him to amass a client list that reads like a Who's Who of Fortune 500 companies. He lives in Great Falls, Virginia.

Well researched, and well presented. Because of the author's history - a former sales teacher at Xerox in the days when they were #1, and more - I felt like this is a guy who might have something worthwhile to say. I was right. He offers an excellent comprehensive sales presentation system which would be useful to almost anyone in sales. I would have given the book 5 stars except for the fact that his system involves a lot of detailed steps, each of which he deems to be essential. In my opinion, he makes the process a little too complicated. Still, it was more than worth my time to read this book. An additional point - the author comes across as the kind of guy who is really trying to do what's right for the customer, and for his readers.

This was my first and still favorite sales book. I love the assumption that customer don't know how to decide and that good and ethical salesmen play a key role to help them. Additionally, people with technical backgrounds will like the structured approach in how to break their natural bad habits of telling the customer what they need or blindly responding to their demands. Tip: There are questions/exercises at the end of each chapter. Don't just assume they are easy questions-- force yourself to write down an answer. (It is usually surprisingly difficult) Those that skip this don't get near as much value from the book.

Came in great condition

Jolles has a lot of sales nuggets peppered throughout his book. I was especially keen on his study of 25,000 clients who were asked how satisfied they were with their product/service. The figures were insightful, if not enlightening! I highly recommend this book!

Great for a company culture. The idea that we need to fill needs is so much easier to understand than old ways of selling. Love the time line on how the author got his experience.

Very good book! I frequently read sales type books and this one was very good!

I can't speak highly enough of the process. This is a book, by the man who developed it, laying it out step by step.

If you're looking to understand your clients needs and concerns, this is a nice efficient process to knowledge and follow.

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