



Quick Win B2B Sales

Ray Collis, John O'Gorman

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QUICK WIN B2B SALES is aimed at sales professionals who are interested in new ways of boosting their sales success. It contains the answers to the questions most commonly asked by sales people questions that relate to the principal sales opportunities and challenges faced everyday.

QUICK WIN B2B SALES groups the key sales questions according to the stage of the sales process to which they apply, recognising that there are many dimensions to the sales role, and many steps through which the sale must progress. Thus, there are seven sections to the book:

- * Sales Essentials sets the scene and answers some of the most common questions about selling
- * Sales Leads deals with how to generate more, and better, leads and enquires
- * Sales Meetings deals with how to make meetings with prospects more effective, especially the first tentative encounter
- * Sales Cycles addresses how buyer and seller can engage more successfully in matching needs to solutions
- * Sales Orders focuses on increasing win rates through more effective sales proposals, closing and negotiation
- * Repeat Sales focuses on how to generate more revenue from existing customers through more effective account management, project/delivery management and referrals
- * Sales Management focuses on issues of concern to sales managers, such as sales systems, the sales team and the sales plan.

All questions and answers are cross-referenced across the following topics: Message & Materials; Skills; Strategy; Systems & Structures.

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