

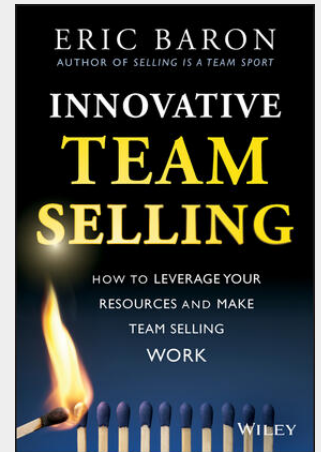
Baron

Innovative Team Selling

How to Leverage Your Resources and Make Team Selling Work

Sales teams have the potential to do great work. Most sales teams do not devote enough energy to meeting dynamics and process awareness. The skills related to this are critical components of effective teamwork, collaboration and innovation, both internally and externally. Innovative Team Selling places the focus squarely on what will actually make team selling work within organizations large and small. It outlines how to help your teams master new skills in five specific categories: interpersonal, communication, presentation, problem solving, and facilitation. Author Eric Baron also explores the challenging issue of leveraging resources to develop innovative solutions for clients in order to compete effectively in a globalized economy. * Offers actionable strategies and techniques to improve collaboration, innovation and team processes * Demonstrates how to put the right members on the sales call, and how to leverage their expertise before, during and after the call * Explores in depth how teams can work effectively on a day-day-day basis to outperform their competition * Author Eric Baron is founder of The Baron Group and is a highly acclaimed public speaker and has spoken to hundreds of organizations, trade associations and industry groups throughout his career; he is also an adjunct professor at Columbia Business School where he teaches his very popular course, Entrepreneurial Selling Skills to second year MBAs Innovative Team Selling shows you how to lead and participate in teams that work together effectively; strategize prior to the client meetings; make successful team sales calls; and debrief honestly to determine how to learn and grow from the experience.

Praise for Innovative Team Selling "I have worked with Eric Baron for more than 25 years- as a colleague, as a client of his, and as a co-consultant. The insights in this book are extremely valuable-in particular in the current world where team selling of complex customer propositions becomes both more central and more challenging at the same time. Bringing together an understanding of consultative selling, team dynamics, and leadership is a powerful combination that will help many teams to dramatically enhance their effectiveness. This book is a powerful tool for anyone who seeks to enhance the effectiveness of selling in today's environment." -David A. Nadler, PhD, Vice Chairman, Marsh & McLennan Companies; author of Champions of Change and Building Better Boards "Fully leveraging sales resources is critical for businesses to succeed in today's dynamic, global economy. Eric Baron explains, in Innovative Team Selling, how sales teams can collaborate to derive innovative solutions to help their clients solve their business problems." -R. Glenn Hubbard, Dean and Russell L. Carson Professor of Finance and Economics, Columbia Business School "Individuals can obviously do great work, but high-performing teams consistently produce better results. Innovative Team Selling explores how sales teams can collaborate to develop innovative solutions for their clients. We've successfully worked with Eric Baron and his team to deliver these concepts to our client-facing professionals. I'd encourage any organization that believes in team selling to consider what Eric has to say." -Karen Peetz, President, BNY Mellon "Eric Baron and his team have helped me dramatically change cultures at Bankers Trust, Bank One, Citigroup, and AmSouth. Training sales teams to collaborate, leverage each other's expertise, and tap into their creativity will impact any sales organization and help them perform beyond their expectations. It is in your interest to learn how to apply the concepts outlined in Innovative Team Selling." -Geoffrey von Kuhn, Managing Director of a large New England Family Office and former head of U.S. Private Bank, Citicorp



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