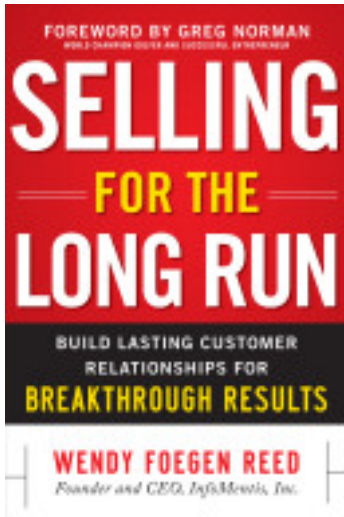


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Selling for the Long Run: Build Lasting Customer Relationships for Breakthrough Results, Wendy Foegen Reed, McGraw Hill Professional, 2010, 0071752374, 9780071752374, 256 pages. CREATE RELATIONSHIPS THAT LEAD TO REPEAT SALES--FOR THE LONG RUN! "Selling for the Long Run stands head and shoulders above the run-of-the-mill sales books. If you're in the business of selling complex products or solutions, it's a blueprint for business success. Don't just read this book--use its principles and strategies every day, and it will fundamentally improve the results you achieve." -- Donal Daly, CEO, The TAS Group "This book provides a fresh, unique, and contemporary perspective on the welldocumented subject of selling in a complex business-to-business world. Wendy Reed gives the reader a contemporary road map for the modern-day, buyer-centric sales philosophy. Read it and learn an approach that most certainly enables sales success." -- Richard E. Eldh, Co-President, SiriusDecisions, Inc. "The fact that buying behavior has changed dramatically is clear to all sales professionals; how to change the way you sell in response is not. Selling for the Long Run offers new insights into how to develop and enrich relationships with clients to not only close more business this year but become the partner of choice going forward as well." -- Jim Dickie, Managing Partner, CSO Insights "Selling for the Long Run provides an easy-to-follow road map to the kind of customer collaboration that can dramatically change the relationship between buyer and seller and lead to deeper, more successful, and enduring partnerships." -- John Golden, CEO, Huthwaite "Until more universities offer degree programs in sales effectiveness, this book is required reading for anyone carrying a quota." -- Peter Ostrow, Research Director, Aberdeen Group, a Harte-Hanks Co. ARE YOU IN A GOOD RELATIONSHIP? Selling for the Long Run provides the key principles for acquiring and maintaining satisfied, repeat-buying customers. How is this achieved? One word: relationships. At first glance, the answer seems simple—but is any relationship simple? Wendy Reed, CEO of the global sales training firm InfoMentis, helps you make the transformation from an average salesperson who simply presents products to a great salesperson who serves as a collaborative partner with the customer. It's the best sales approach for good economic times, and it's the only one that works when times are tough. When the buyer perceives you as an advocate for his or her needs, trust is created--and great things follow. Outlining a strategic plan for building customer focus and collaboration into every stage of the sales cycle, Reed provides an insider's perspective to help you: View the sales process from the customer's point of view Align your offering with the buyer's needs Perform proper due diligence before creating your strategy Gain clearer vision into revenue pipelines and forecasts Deliver on all promises made--both explicit and implicit Selling for the Long Run is a blueprint for reenvisioning and retooling your sales cycle to seize the competitive advantage--and keep it. Like any customer in any industry, your prospective buyer's number-one concern is value--bottom line. In the end, he or she wants to make a purchase from a trustworthy partner--which is why you have to stop looking for that one magical "sales technique" and start building the kind of relationships that generate results. Take your first step with Selling for the Long Run..

Gott, Mensch und Geschichte Studien zum Verständnis des Menschen und seiner Geschichte in der klassischen, biblischen und nachbiblischen Literatur, Otto Kaiser, Oct 19, 2010, Religion, 503 pages. This volume of essays contains studies on the understanding of man and his history from Herodotus to Augustine, with focus on late biblical wisdom, early Jewish poetry and ....

Die Entdeckung des Christentums in der Wissenschaft des Judentums , Gerd K. Hasselhoff, Oct 19, 2010, Religion, 351 pages. This collective volume explores an aspect of the Science of Judaism which has received little attention up until now. In common use, this term is almost exclusively associated ....

The Bald Truth , David Falk, Feb 3, 2009, Sports & Recreation, 304 pages. Superagent David Falk -- the man who called the shots for some of the greatest heroes in the history of basketball -- reveals the innovative business secrets that catapulted ....

Food Allergy , Alexander K. C. Leung, James S. C. Leung, Jul 1, 2010, , 83 pages. Food allergy is an adverse reaction resulting from an inappropriate immunological response to a food antigen. It usually presents itself as a multi-system involvement ....

Fearless Golf Conquering the Mental Game, Dr. Gio Valiante, May 3, 2005, Sports & Recreation, 288 pages. A detailed plan for conquering the FEAR that sabotages swings and ruins psyches, from the pioneering psychologist whose techniques have benefited Davis Love III, Justin Leonard ....

Bugs , , Apr 29, 2008, , 31 pages. Are you mad about bugs? From spiders and snails to butterflies and bees, this book is packed with fascinating facts and key information for all young creepy-crawly enthusiasts ....

A guide to writing research papers , Dorothea M. Berry, Gordon P. Martin, 1971, Language Arts & Disciplines, 161 pages. .

Dave Pelz's Short Game Bible Master the Finesse Swing and Lower Your Score, Dave Pelz, 1999, Sports & Recreation, 429 pages. Describes how to identify weaknesses in golfing technique, offers strategies for strengthening them, and presents a plan to lower scores by improving the short game.

Putt Like a Pro Master the Ground Game Stroke That's Right for You, Brian Lake, Jan 1, 2008, Sports & Recreation, 224 pages. Find your perfect putting style and solve the mystery of golf's most puzzling shot The putt is the shortest swing in all of golf and requires the least amount of strength and ....

Mental Toughness Training for Golf , Rob Bell, Apr 28, 2010, Psychology, . Mental Toughness Training for Golf illustrates how to maximize our preparation. In this cutting edge book, you'll learn how great coaches and players create pressure in ....

Jack And The Beanstalk , LADYBIRD BOOKS LIMITED, Nov 28, 2008, , 48 pages. Fairy stories and traditional tales have a special place in the life of every child. Trust Ladybird to bring you all the best-loved titles in our famous small, hard-wearing ....

The unbeatable market taking the indexing path to financial peace of mind, Ron Ross, 2002, Business & Economics, 240 pages. With this book learn how to avoid the active management scam that can cost plenty and eat into the retirement nest egg. Ross counsels on giving up on all those beat-the-market ....

Golf and Philosophy Lessons from the Links, Andy Wible, Sep 24, 2010, Sports & Recreation, 264 pages. In a game where players are expected to call their own penalties and scoring the least points leads to victory, decorum takes precedence over showmanship and philosophical ....

How to Turn Customer Service Into Customer Sales , Bernard Katz, Sep 1, 1989, Business & Economics, 168 pages. .

