



The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies

Robert B. Miller, Tad Tuleja, Stephen E. Heiman, J.W. Marriott

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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.

The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies Details

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From Reader Review The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies for online ebook

Wilde Sky says

A book about how to achieve sales.

There were one or two interesting points but overall I found it a bit dull.

Rating 2.5.

Joseph says

This book is an indispensable resource for a new (or old) salesperson. It equips one with plenty of strategy and tooling. I drew the reading out over too long a period, perhaps, as I was implementing it as I learned each new thing. My favourite chapter is chapter 18, which deals with actually focusing your efforts on moving potential business through a sales funnel, towards greater probability of closing business. Having now structured my sales objectives in this way has produced immediate clarity on what work needs to be done on each.

Keith Elliston says

great book on the process of strategic selling to large clients.

Denis Vasilev says

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Miles Wen says

One of my angel investors recommended this book to me as a good tool to learn B2B sales. He gave me a tutorial & briefing on the core concepts covered in this book yet I only got to finish reading this book a year later. Very educational and insightful

Lawrence Cullen says

This book is old school, with nothing new. Just a rehash of all the books you thought were important.

Good for insomniacs.

Janet says

Points of influence with potential clients. And also, for me as purchaser of services, a way of looking at what I should amplify what I need so that I get what is needed.

My first two consultative sales course was SPIN selling in 1996 from Microsoft then Mahan Khalsa's course (now Franklin Covey private offering) offered from Microsoft in 1998. This was the best book to explain effectiveness techniques directed at a situation, not just an overall conceptual framework.

Eduardo Joffroy says

This is a traditional book on sales management that basically reminds us of going back to basics that Sports Teams apply. Not only specifically talking about roles of the Sales Team, The Importance of the Sales Team Coach, but the Sales Culture of the company that ends up aligning the whole sales strategy and success.

I think that the book is of value and relevance still, although it is a basic and simple book.

Eric Parker says

Some really helpful concepts and a great framework for selling in general in this book.

I'll take a good amount away from this. My biggest takeaway revolve around:

- Understanding different buying influences
- Allocating time to the right activities (primarily prospecting)
- Developing a coach

Lots more on top of that, those are just the big ones that jump out.

My biggest complaint is that the book is very repetitive and slow.

Olek says

Some good sales advice mixed with the whole layer of unproven terminology and complex analysis scheme of disputable value.

Otto says

A book on complex sales. The process described in the book in short: identify the people influencing the sale (user, technical buyer, economic buyer) and make sure the deal provides them with both personal wins and organisational results.

George Davidson says

One of the timeless classics that you should read if you sell to large accounts.

Very long book - 400+ pages, but they do a great job of putting large complex sales into a strategic framework so that you:

- Make sure to cover all the bases
- Identify and deal with Red Flags
- Identify win-results

Miller-Heiman coined the phrase win-win and they use some principles of strategy to create a nice method of analyzing your large complex deals. Only worth utilizing if you are dealing with large accounts (500+ employee companies to Fortune 500) with large deals - 100K+ to Multi-million. Otherwise more standard solution selling should work and don't waste your time on the strategic analysis.

If it is a large deal, then please use this method as it will help you cover everything you need to and identify where you have gaps.

Michael says

Excellent read for sales people who are need to create a strategic process. Must read for anyone who is making complex sales.

Andrew says

This is an excellent book that recasts traditionally tactically-oriented sales as a long-term strategic process. Rather than "calls to action" and personality types, it's all about identifying all the buying influences and finding out about them: their role in the specific sale, level of influence, views of the situation, win-results.

While the book contains approaches to dealing with obstacles (such as Technical Buyers pretending to be the Economic Buyer), the emphasis is on a high level view of sales, including managing revenue variance, assessing fit, and determining whether the customer is ready for a sale.

I recommend this to those looking for a foundational understanding of corporate sales.

João Cortez says

This book, together with "The New Conceptual Selling" should be mandatory for any sales person. It introduces among other things, the concept of the Sales Funnel and of Win Results. If you are interested in repeat business and customer referrals you will not want to miss this book. Highly recommended!
