

BASELINE SELLING



HOW TO BECOME A SALES SUPERSTAR

BY USING WHAT YOU ALREADY
KNOW ABOUT THE GAME
OF BASEBALL

DAVE KURLAN

Foreword by Verne Harnish

Baseline Selling How To Become A Sales

Mike Kunkle



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Baseline Selling Dave Kurlan, 2005-11 *Baseline Selling How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball* will dramatically change the way we approach the sales process replacing the gratuitous complexity advocated by today's sales experts with an elegant and very effective simplicity. Studies have shown that the selling techniques of the last two decades have had very little impact on most of the sales population less than 75 percent of all salespeople to be exact. Why? Because of the complexity learning curve and difficulty in applying the concepts in these systems. In response to the urgent need for a flexible innovative process that will enable people to grasp the essential skills necessary to close a sale in any situation *Baseline Selling* reemphasizes the fundamentals of selling in a fresh memorable way that modern sales professionals can relate to and utilize and above all one that complements and enriches advanced sales methodologies. Salespeople who read this book and put its wisdom to work will succeed at acquiring more opportunities as they learn to get appointments more easily. They will excel at creating opportunities with prospects who are not interested. They'll sell at higher margins by using the Rule of Ratios. Their closing percentages will improve dramatically as they implement the simple Inoffensive Close. Salespeople selling commodities struggling to differentiate themselves will love *Commodity Busters* and every salesperson will be able to shorten their sell cycle by *Taking a Lead*. Quite simply *Baseline Selling* introduces a way for salespeople to visualize and touch all the sales bases without over complicating the process.

Mastering the World of Selling Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U.S. who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges: No prior sales education or training; Lack of formalized sales training resources and methodologies provided by their companies; Due to the recession and downsizing era lack of 12-18 month professional sales training for new hires provided by Fortune 500 companies; A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services. *Mastering the World of Selling* helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world. Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis Franklin Covey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello

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The Four Steps to the Epiphany Steve Blank, 2020-03-17 The bestselling classic that launched 10 000 startups and new corporate ventures *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time The Four Steps to the Epiphany launched the Lean Startup approach to new ventures It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones Startups search for business models while existing companies execute them The book offers the practical and proven four step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture Rather than blindly execute a plan The Four Steps helps uncover flaws in product and business plans and correct them before they become costly Rapid iteration customer feedback testing your assumptions are all explained in this book Packed with concrete examples of what to do how to do it and when to do it the book will leave you with new skills to organize sales marketing and your business for success If your organization is starting a new venture and you re thinking how to successfully organize sales marketing and business development you need *The Four Steps to the Epiphany* Essential reading for anyone starting something new *The Four Steps to the Epiphany* was originally published by K S Ranch Publishing Inc and is now available from Wiley The cover design and content are the same as the prior release and should not be considered a new or updated product

The Building Blocks of Sales Enablement Mike Kunkle, 2021-09-14 The Ultimate Sales Framework for Achieving Business Success Sales enablement is no longer the new kid on the block Having grown rapidly in recent years it s now considered a best practice at many sales organizations But there s little alignment across the sales profession on what sales enablement is or how to achieve it nor is there a formalized strategy on what a sales enablement practice is or requires In his new book *The Building Blocks of Sales Enablement* sales enablement expert Mike Kunkle addresses these issues and presents a proven approach that both supports sales talent and achieves true business results Kunkle lays out an easy to follow structure through the concept of building blocks interconnected by systems thinking and supported by a consistent cadence of training coaching and content Comprehensive and versatile this book is for senior sales leaders and sales enablement leaders who are starting or evolving a sales enablement function as well as for struggling sales practitioners to use as a diagnostic tool and road map Chapters detail how to use each building block with reflective questions and guidance for creating your own analysis and tools The book also includes a chapter on sales onboarding separate chapters on how to integrate communication and support services and recommended resources Impactful sales enablement projects are basically change management initiatives in disguise Use the building blocks framework to navigate

challenges measure successes and determine a path forward to improving business outcomes

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Selling Power, 2007

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The Personal in Selling, *Selling is an Away Game* Lance Tyson, 2024-04-16 Selling Is an Away Game is a comprehensive guide designed to challenge traditional sales methods and transform how salespeople approach sales in today s dog eat dog world There are few professions as competitive and cutthroat as sales Faced with daily rejections and the pressure of impending quotas successful salespeople are those who have the proper strength grit and knowledgeable strategies to rise above the competition Lance Tyson s Selling Is an Away Game will immerse sales professionals in the mindset of the buyer and foster new strategies and tactics to help them become stronger and more effective salespeople With over twenty years of

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