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BEYOND SELLING VALUE

**A PROVEN
PROCESS TO
AVOID THE
VENDOR
TRAP**

**MARK SHONKA
DAN KOSCH**

with Foreword by **GERHARD GSHWANDTNER**,
Founder and Publisher, *Selling Power* magazine

Beyond Selling Value A Proven Process To Avoid The Vendor Trap

Guillaume Favre



Beyond Selling Value A Proven Process To Avoid The Vendor Trap:

Beyond Selling Value, 2002 Selling value is taking on a whole new meaning for sales professionals Here s a proven process pros can use to address their customer s pressing business issues position themselves as strategic partners and recommend solutions that improve the way their customers do business **Beyond Selling Value** Mark Shonka, Dan Kosch, 2002-09-16 How to sell value increase margins make price irrelevant win executive level credibility and create competitive immunity Selling value is taking on a whole new meaning for sales professionals Here s a proven process pros can use to address their customer s pressing business issues position themselves as strategic partners and recommend solutions that improve the way their customers do business In *Beyond Selling Value* top sales consultants Mark Shonka and Dan Kosch share their proven process for becoming a critical partner in their customers success From targeting the most promising prospects to bypassing the gatekeepers to reaching the decision makers who are empowered to buy and to closing the deal with a powerful presentation the authors impart their battle tested secrets to forging long term business relationships For sales professionals tired of being beaten up on price here is a new way to leverage their strengths elevate their sales game and establish relationships with those who appreciate their value *Selling Power* magazine calls it a detailed street smart roadmap *Threatcasting* Brian David Johnson, Cyndi Coon, Natalie Vanatta, 2022-06-01 Impending technological advances will widen an adversary s attack plane over the next decade Visualizing what the future will hold and what new threat vectors could emerge is a task that traditional planning mechanisms struggle to accomplish given the wide range of potential issues Understanding and preparing for the future operating environment is the basis of an analytical method known as *Threatcasting* It is a method that gives researchers a structured way to envision and plan for risks ten years in the future *Threatcasting* uses input from social science technical research cultural history economics trends expert interviews and even a little science fiction to recognize future threats and design potential futures During this human centric process participants brainstorm what actions can be taken to identify track disrupt mitigate and recover from the possible threats Specifically groups explore how to transform the future they desire into reality while avoiding an undesired future The *Threatcasting* method also exposes what events could happen that indicate the progression toward an increasingly possible threat landscape This book begins with an overview of the *Threatcasting* method with examples and case studies to enhance the academic foundation Along with end of chapter exercises to enhance the reader s understanding of the concepts there is also a full project where the reader can conduct a mock *Threatcasting* on the topic of the next biological public health crisis The second half of the book is designed as a practitioner s handbook It has three separate chapters based on the general size of the *Threatcasting* group that walk the reader through how to apply the knowledge from Part I to conduct an actual *Threatcasting* activity This book will be useful for a wide audience from student to practitioner and will hopefully promote new dialogues across communities and novel developments in the area **The CISO Handbook** Michael Gentile, Ron

Collette, Thomas D. August, 2016-04-19 Truly a practical work this handbook offers a comprehensive roadmap for designing and implementing an effective information security program based on real world scenarios It builds a bridge between high level theory and practical execution by illustrating solutions to practical issues often overlooked by theoretical texts This leads to a set of practices that security professionals can use every day The framework it describes can be expanded or contracted to meet the needs of almost any organization A reference as well as a guide each of the chapters are self contained and can be read in any order **Top Dog Sales Secrets** Michael Dalton Johnson, 2007-09 **Pricing and the Sales Force** Andreas Hinterhuber, Stephan Liozu, 2015-09-16 Pricing and the Sales Force is the first book to link pricing strategy and the sales force together Pricing strategy is now well established as an important means of driving profits for many organizations Countless companies are now mastering price setting But what about price getting converting those list prices into the realized sales and as a result greater profitability This is the domain of the sales force A selection of the world s leading specialists explore different aspects of sales force and pricing strategy integration introduction overview on the state of the art building key capabilities best practices for building sales force capabilities in pricing and value quantification engaging the sales force driving organizational change processes with the sales force designing effective selling processes designing and implementing processes that enable superior performance and aligning sales force incentives and building the infrastructure insights into how to align sales force incentive schemes tools and instruments to enable the sales force to perform The third in Hinterhuber and Liozu s successful pricing series this book is essential reading for pricing strategy and sales scholars and practitioners *Conversations on Customer Service and Sales* , 2005-09 Interviews with 13 of America s experts on customer service and sales **Selling Power** , 2006 **The Publishers Weekly** , 2002 **Consultants & Consulting Organizations Directory** Cengage Gale, 2009-05-12

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