

Revised second edition

THE NEW CONCEPTUAL SELLING

The consultative communication
process for solution-based selling



ROBERT B MILLER AND
STEPHEN E MEDMAN
WITH TAD TULEJA



Miller Medman Group

The New Conceptual Selling

Steve Blank



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The New Conceptual Selling Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2011 Identify customer needs tailor each sale to a particular client and earn and maintain credibility with this guide *The New Conceptual Selling* Stephen E. Heiman, Diane Sanchez, Robert B. Miller, Tad Tuleja, 2004 Conceptual Selling is the only help available to a sales professional to deliver what the customer really wants John Knopp Hewlett Packard Corporation Conceptual Selling is different from all other sales training It maps a course and shows you where to go Nobody has ever done this in training salesmen The questioning process is unique and superb David Schick Vice President Sales Marketing Saga Corporation Conceptual Selling is a thoroughly validated systematic process that has been shown to produce immediate significant and reliable sales increases The new edition of this acclaimed book now revised and updated is based on the world renown MH training programme that has had a profound effect on the careers of thousands of sales people around the world Conceptual Selling is a non manipulative process that puts the emphasis firmly on the customer s needs by careful planning and preparation

The New Conceptual Selling Stephen E. Heiman, Diane Sanchez, Tad Tuleja, 1999 A tested step by step reliable system for managing sales after an initial visit this handbook shows how to get a commitment on every call *The New Strategic Selling* Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2008-11-16 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 it helped turn the small company that created Strategic Selling Miller Heiman into a global leader in sales development with the most prestigious client list and sought after workshops in the industry Now Strategic Selling has been updated and revised for a new century of sales success The New Strategic Selling This new 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 Successful Large Account Management Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2006 With limited resources and increasing competition managing strategic accounts requires a focused strategy plan and process Developed collaboratively with world class sales forces the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships Damon Jones COO Miller Heiman Inc The Large Account Management Process has implemented a discipline that allows people to work together and communicate setting strategies and sales goals that benefit both our customers and our own company Joseph L Cash

senior vice president of sales Equifax Corporation Miller Heiman's Large Account Management Process delivers a disciplined process for gathering the information required to really understand the trends impacting our largest clients This critical information defines the strategies that provide long term customer value and drive consistently superior business results Paul Wichman vice president and senior division sales manager Schwab Institution The New Successful Large Account Management now in its third edition is thoroughly revised and updated and takes into consideration recent changes in the industry This hard hitting and no nonsense book advises you how to best manage your most important business accounts The authors of the best selling books The New Strategic Selling and The New Conceptual Selling provide comprehensive and practical lessons that will help you to protect and improve your most crucial customer relationships By following their clearly defined and dynamic approach to the account planning process you will learn how to devise a strategic action plan to manage your key accounts manage them effectively and profitably build long term client relationships climb ahead of competitors and move your relationship up the buy sell hierarchy Whatever business you're in this excellent book shows you how to protect those crucial accounts that you can't afford to lose , *The 5 Paths to Persuasion* Robert B. Miller, Gary A. Williams, Alden M. Hayashi, 2007 To succeed in today's business world of tough and fast decision makers how a statement is made can be more important than what it says Even the best ideas face resistance and rejection as all too often people make the mistake of focusing solely on the content of their proposal and giving little thought to the way they will deliver it In a two year survey customer research experts Miller and Williams studied 1 700 executives and discovered that good ideas are not enough to make any sort of impact they must be delivered effectively They reveal the five different types of decision maker including Charismatics Thinkers Sceptics Followers and Controllers and show how to best sell ideas to each Whether it be a proposal or a business plan The 5 Paths to Persuasion unlocks the secrets of persuasion necessary to present any kind of idea successfully

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It has never been easier to produce great marketing content and sales collateral And yet 90% of the content that marketing produces is NEVER used by sales Why not Because it s not relevant to the audience or the prospect doesn t even know the content exists Furthermore 58% of deals end up in no decision because Sales has not presented value effectively Companies are creating lots of noise but failing to resonate with the customers So what The danger aside from marketing wasting tens of millions of dollars on ineffective content and tools is that customers will disengage 94% of prospects say they have completely disengaged with vendors because of irrelevant content In order to grow fast the authors argue Sales and Marketing teams need to slow down They need to work together to truly understand their customers needs wants motivations and pain points so that they can offer customized value The book sets out how to establish a formal program to continuously capture customer intelligence and insights the shiny gems of understanding that help prospects to connect the dots so that value can be consistently articulated in marketing and sales conversations By integrating the best ideas and practice from commercial experience and academic research the authors show how to create value across the entire marketing and sales value chain not only get a new customer but to continue to create value for future purchases by creating post sales value

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