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to create a winning game plan How business can be the ultimate self development and growth experience **Summary:** The Solution-Centric Organization BusinessNews Publishing, 2014-11-12 The must read summary of Keith Eades and Robert Kear's book The Solution Centric Organization Transform Your Revenue Engine to Market and Sell High Value Solutions This complete summary of Keith Eades and Robert Kear's book The Solution Centric Organization shows that as globalisation proceeds more and more companies are trying to differentiate themselves by offering solutions loose bundles of products and services lumped together in an attempt to offset being viewed as commodities However this isn t enough and something more fundamental needs to change In their book the authors explain that in order to move from being product centered to becoming solution centered there are six systemic drivers which need to be aligned This summary presents the competitive advantage of becoming solution centric and gives essential concepts and principles to solution centricity Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read The Solution Centric Organization and discover the key to creating products that customers really want 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 FranklinCovey 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 Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd Wickman Wilson Learning Dirk Zeller Tom Ziglar Zig Ziglar

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# Adapt Or Die: How the Internet Is Destroying Dealer Profits and What to Do about It Kurt

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