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Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; CHAPTER 1 The Sales Innovation Dilemma; The Dilemma of Perception; The Dilemma of Constraints; The Dilemma of Personality; How Sales and Innovation Work Together; CHAPTER 2 The Innovative Sale Principles; Principle One: Pattern; Principle Two: Variety; Principle Three: Unity; Principle Four: Contrast; Principle Five: Movement; Principle Six: Harmony; CHAPTER 3 What's Your Problem? Laying the Foundation and Gathering Insight; The Innovative Sale Process: An Overview; Step 1: Define the Challenge and Constraints; Step 2: Gather Insight CHAPTER 4 Breaking Down Barriers Breaking Down Brainstorming; Step 3: Create Initial Approaches; Step 4: Destroy False Constraints; CHAPTER 5: Where Are All the New Ideas?; Step 5: Combine Parallels; Step 6: Explore Horizontally; CHAPTER 6: The Attraction of Rejection; Step 7: Develop Vertically; Step 8: Implement and Communicate; CHAPTER 7: The Innovative Sale in Practice: Delivering a Better Value Proposition; Working Through the Innovative Sale Process; CHAPTER 8: The Innovative Sale in Practice: Designing Your Sales Process and Customer Experience Working Through the Innovative Sale Process CHAPTER 9: The Innovative Sale in Practice: Coaching Your Team; The Innovative Sale Assessment:

Understanding Your Sales Team's Creative Quotient for Sales; Putting It into Action; CHAPTER 10: What's Your Creative Quotient for Sales?; Get Your Creative Quotient for Sales; Building Your Innovative Sale Muscles; APPENDIX: Your Revenue Roadmap: A Powerful Left- Brained Approach for Connecting the Sales Effectiveness Disciplines; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X; Y; About the Author  
Free Sample Chapter from New Sales. Simplified.

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Sommario/riassunto

In this groundbreaking book on sales creativity, readers will learn how to integrate the right-brain aptitude for innovation with the left-brain affinity for logic and process. The result is a fresh, dynamic approach that addresses customers' needs while expanding the salesperson's entire way of thinking. Packed with real-life examples and powerful principles.

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