



Solution Selling: The Strongman(c) Process 2016

By Ed Wal

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Ask most people the secret to sales success and they'll invariably answer relationships. Make a connection, crack a few jokes and it's only a matter of time before the client is eagerly signing on the dotted line, right? Well, no, it is actually very wrong. Getting on well with someone, is not enough. Sales is a process. Like any process, each element needs to be completed and agreed upon, before going onto the next and then, only when all elements are accounted for, is there a sale. Building a relationship is one small part of the mix. By focussing on rapport, salespeople are taking their foot off the gas when they've only just begun. In Solution Selling, The Strongman© Process, renowned salesman and sales trainer Ed Wal, shares his secrets of how to go from being a moderately successful salesman, into one that consistently produces extraordinary results. He unveils insights on how to: Measure, plan and qualify sales meetings and targeted prospects Identify information gaps and define the next stage. Understand the prospect's perception of the situation. Follow structure and forecast more effectively. Ed Wal has analysed and subdivided the entire buying process into this easy-to-follow guide. Presented in an accessible, step-by-step format, with tips, exercises and sample questions, Solution Selling, The Strongman© Process is an invaluable manual for anyone in the sales business, whether just starting out, or a seasoned professional. It shares a tried and tested strategy that has already transformed the selling technique of hundreds of salesmen across the globe. STRONGMAN© prepares you to convert ideas into actions that will produce results.

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Editorial Review

About the Author

Ed Wal is an Associate Director of KEW Associates and also a founder member of The BWD Partnership. He has undertaken strategic business reviews, managed organisational change programmes and created and led major sales and marketing training programmes. Ed's background is steeped in sales. He has degrees in Economics and Business Administration and is a member of the Chartered Institute of Marketing and the Chartered Institute of Personnel. Working with KEW on numerous research assignments has given him a unique insight into market growth, development and change in the B2B environment. These engagements have provided knowledge and experience which has been used to develop sales processes that make a difference. He is continuously engaged in business strategy reviews, the management of change projects and the design and implementation of major training initiatives in the USA, Europe and Australasia.

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