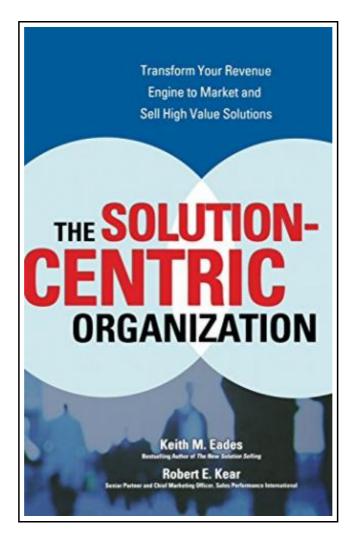
The Solution-Centric Organization



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Reviews

The book is great and fantastic. It is writter in straightforward words and phrases rather than difficult to understand. You wont really feel monotony at at any time of your respective time (that's what catalogues are for regarding should you question me).

(Payton Miller)

THE SOLUTION-CENTRIC ORGANIZATION



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McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 284 pages. Dimensions: 9.1in. x 6.3in. x 1.3in.The Solution-Centric Organization provides a comprehensive framework for moving companies away from a productprice orientation to a successful, solution-centric approach that includes sales, marketing, communication, and a problem-solving mentality. Written by the CEO and Marketing VP of Sales Performance International (SPI)a company that has trained thousands of senior managers in the principles of Solution Sellingthis business-building resource shows how to transform an organization so that it can better solve customers problems, and thereby differentiate itself from the competition. The Solution-Centric Organization takes managers step by step through: A New Sales Environment: provides the rationale for transforming a company into a solution-centric organization, fully describing the emerging emphasis on solution-centricity, the growing trend in solutions focus, and common reactions to sales performance problems in business today Solution-Centric Concepts and Principles: explains the essentials of solution-centricity and how to embrace them, exploring the implications for sales, the kinds of organizational transformations needed to become solution-centric, and the dangers of pseudo solutions A Practical Framework to Drive Performance Improvement: offers a systemic approach for aligning marketing and sales functions to support solutioncentric behavior and integrate those activities to improve revenue generation Sales Performance Health Checkpresents a methodology for assessing where systemic factors have a negative impact on overall sales performance, featuring objective assessment criteria for each of 26 performance areas and numerous templates and tools for understanding customer problems and needs Designed to help organizations capitalize on the realities of 21st century business, this essential management guide contains clear starting points for moving a company to the powerful solution-centric model, plus practical benchmarks for measuring the success of the transformation. Authoritative and easy to use, The Solution-Centric Organization equips forward-looking companies with all the concepts, methodology, and techniques needed to...

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