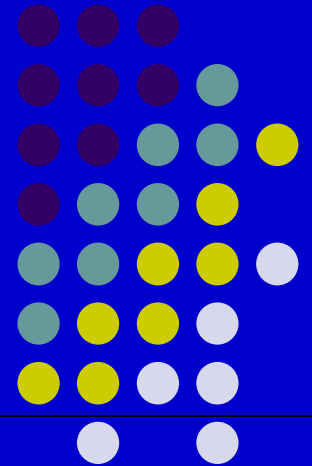




Selling Has Nothing To Do With Selling

Strategic Acceleration Change Process



Asset Optimization



Owner Mentality

What if your sales people were given P/L responsibility for all their expenses in their territory? What if they were charged back for internal resources they used when they sold an account? Would they optimize their assets any differently?

Assets

1. Time

2. Information

3. Resources

4. Relationships

5. Self- Esteem

Is Your Value Proposition Valueless?



The Lowest Common Denominator Trap:

If you were to meet a prospect for the first time and you wanted to make a favorable impression about your company's products and services, what five characteristics or attributes of your offering would you want to communicate that would leave a favorable impression with your prospect? List your leading features and attributes.

1.

2.

3.

4.

5.

1.

2.

3.

4.

5.



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