

| | | |
|---------------------|-----------------------------------|-----|
| | Preface | ix |
| | Introduction | xv |
| <hr/> | | |
| SECTION I. | How to Be Effective | 1 |
| STEP ONE: | Embrace a Sales Mindset | 3 |
| STEP TWO: | Know Your Job and Your Role | 17 |
| STEP THREE: | Develop Winning Habits | 35 |
| <hr/> | | |
| SECTION II. | How to Be Efficient | 55 |
| STEP FOUR: | Understand the Buying Process | 57 |
| STEP FIVE: | Leverage the Sales Process | 77 |
| STEP SIX: | Create Your Personal Sales System | 95 |
| <hr/> | | |
| SECTION III. | How to Be a Trusted Advisor | 121 |
| STEP SEVEN: | Accelerate Revenue | 123 |
| STEP EIGHT: | Communicate Effectively | 139 |

| | | |
|-------------------|--------------------------------------|-----|
| STEP NINE: | Manage Your Sales Organization | 153 |
| STEP TEN: | Develop World-Class Competencies | 175 |
| | Conclusion | 201 |
| <hr/> | | |
| Appendix A: | Introduction to the World of Selling | 205 |
| Appendix B: | Top Ten Myths of Selling | 221 |
| Appendix C: | Recommended Reading | 233 |
| Appendix D: | Sales Terms You Should Know | 243 |
| Appendix E: | Answers to Ethics Case Studies | 251 |
| | References | 253 |
| | Index | 255 |
| | About the Author | 263 |