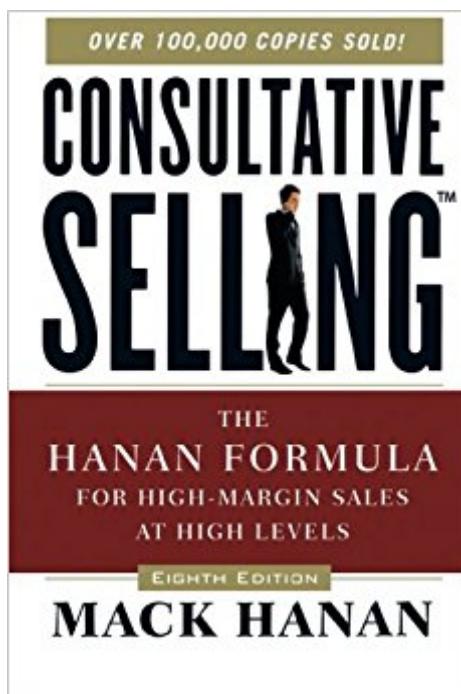


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# Consultative Selling: The Hanan Formula For High-Margin Sales At High Levels



## **Synopsis**

If you're tired of taking an outsider's approach to the sales process-trying to get past gatekeepers who look at purchasing decisions on a case-by-case basis, simplistically judging your products' or services' value and comparing them to your competitors'-it's time to change your mindset. Consultative Selling shows you how to move beyond looking at yourself as a vendor and instead partner with your clients, helping them to make profit-improving business decisions validated by their return on investment. Providing a highly specific and consistently successful approach to sales, this revised edition is packed with new, more advanced strategies and techniques as well as the methods that have transformed countless other salespeoples' careers since the book's original publication. Packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics, the eighth edition of this classic guide gets you past the gatekeepers, enabling you to reap the rewards of long-term, increasingly profitable business relationships.

## **Book Information**

Paperback: 258 pages

Publisher: AMACOM; Eighth Edition edition (March 15, 2011)

Language: English

ISBN-10: 0814437508

ISBN-13: 978-0814437506

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 17 customer reviews

Best Sellers Rank: #630,772 in Books (See Top 100 in Books) #125 in Books > Textbooks > Business & Finance > Sales #1659 in Books > Business & Money > Marketing & Sales > Sales & Selling

## **Customer Reviews**

"Paul Tulenko, syndicated columnist: ""This is the seventh edition of an all-time favorite of salespeople everywhere. Buy this book." Praise for previous editions of Consultative Selling: ""A groundbreaking book." -- Sales and Marketing Strategies & News ""A major breakthrough in the way goods and services [are] sold. When Mack Hanan speaks, we should all listen -- really listen." -- Selling Magazine ""Everything is aimed at showing customers how a transaction with you will either reduce their costs or increase their revenues. Hanan gives detailed examples of his

profit improvement plans and how the most mundane product or service can be proposed as a profit-making investment for a customer." -- Kevin Pierce, Fort Myers News-Press    ""Hanan offers the same in-depth, easy-to-follow plan that has made Consultative Selling the classic in its field. Everything you will need to know about changing your sales relationship from vendor/customer to consultant/client is explained precisely. Hanan literally wrote the book on the subject"" -- Sales Doctors Magazine    ""Consultative Selling provides the sales representative with the ultimate product to sell -- customer profit. When customer profit becomes the product, then other vendors who offer Ã¢â€œbenefitsÃ¢â€œ or even Ã¢â€œsolutionsÃ¢â€œ end up taking the back seat. Consultative Selling defines Ã¢â€œvalue-addedÃ¢â€œ to customer managers . . . end of conversation!"" -- J. Kirk Baugher, Manager, AS/400 Software Channels, IBM    ""Consultative Selling has proven to be one of our most valuable sales tools. It has provided us with a common language for executive-level communications with our customers, and clearly focuses on their real issues of financial results. ItÃ¢â€œs a survival kit for doing business." -- Ralph L. Genesi, Director, Marketing and Sales Development, Honeywell" --This text refers to an out of print or unavailable edition of this title.

Do you sell products or services? It doesnÃ¢â€œt matter: What youÃ¢â€œre really selling is customer profit. You help your customers and clients make profitable business decisions, and you are both rewarded with the fruits of a long-term business relationship. For 40 years, Mack HananÃ¢â€œs Consultative Selling has empowered countless sales professionals to reap maximum success, and the Eighth Edition is here to take themÃ¢â€œ and youÃ¢â€œ to the next level, with brand new sections on: Creating a two-tiered sales model to separate consultative sales from commodity sales    Building and using consultative databases for value propositions and proof of performance    Studying your customersÃ¢â€œ cash flows to win proposals    Using consultative selling strategies on the Web    Coping withÃ¢â€œ and reversingÃ¢â€œ the inevitable Ã¢â€œnoÃ¢â€œ    Consultative Selling is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics that will make your customersÃ¢â€œ competitionÃ¢â€œ and your own rivalsÃ¢â€œ irrelevant.

This book is in its 7th printing and it is a gem! I am currently working with one of the world's largest software companies on a process that they call Value Engineering. While it is more refined than the process that Mr. Hanan describes, he is definitely the original thought leader around delivering

measurable value to the customer. I highly recommend this to anyone that is looking to get beyond the "mushy" superlatives that salespeople like to throw around. It gives you the formula on how to build a powerful business case and deliver it to the right stakeholder! If you are in the sales game you need to read this book.

With my past company, we were told to focus on being consultants with our products and customers. Close the deal but demonstrate to prospects and buyers that you are their consultant and here to help. This book discusses techniques that are useful and kind of out-dated but I do find it is useful for. Sale reps.

It was very informative and taught a whole new outlook on sales for me. It is a great way to look at the most simple item and making it a key to the profitability of your customer. I would recommend this to and "vendor" out there.

This is a great book that stresses the importance of positioning your product or service as a money saver. Very comprehensive discussion on the Profitability Improvement Proposal. May be a little technical to read but certainly worth it!

A descent book on selling.

Good good

It's a helpful book if you are brand new to sales. If you have experience it's a good reference but they over do it on the examples of why its so great- overall not bad

Just what the consultant needs to read!

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The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to \$100 Million  
7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business

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