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What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales

By Ram Charan

Penguin, New Delhi, India, 2008. Hard Cover. Book Condition: New. Dust Jacket Condition: New. First Edition. From the bestselling author of *What the CEO Wants You to Know* how to rethink sales from the outside in. More than ever these days, the sales process often turns into a war about price a frustrating, unpleasant war that takes all the fun out of selling. But there's a better way to think about sales, says bestselling author Ram Charan, who is famous for clarifying and simplifying difficult business problems. Instead of starting with your product or service, start with your customers problems. Focus on becoming your customers trusted partner, someone he or she can turn to for creative, cost-effective solutions that are based on your deep knowledge of his values, goals, problems, and customers. This powerful book will teach you: How to gain a deeper knowledge of your customers company, including costs, values, and how decisions really get made How to help your customer improve margins and drive revenue growth How to focus on your customers customers How to work with other departments in your own company to customize better solutions How to make price much less of an issue Someday, every company will...



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