

# **SALES SHOCK!**

*The End of Selling Products*

*The Rise of CoManaging Customers*

**MACK  
HANAN**

*Author of Consultative Selling™*

# Sales Shock The End Of Selling Products The Rise Of Comanaging Customers

**Floris Hurts**



## **Sales Shock The End Of Selling Products The Rise Of Comanaging Customers:**

*Sales Shock!* Mack Hanan, 1996 In today's changed era which Hanan calls SalesWorld 2000 the old vertically integrated enterprise model business is exploding into two types of restyled organizations One is the Tier 2 Business the process driven and product based manufacturer that does not need a sales force because it does not sell Instead its output is brought under strategic alliance by Tier 1 Businesses acting as multivendor distributors and systems integrators on behalf of their customer clients This Tier 1 Business is an intellectual capital business It manufactures nothing It does not need a sales force either because it sells nothing Tier 1 businesses are staffed with comanagers who work in a long term partnership with the customer's operating managers Comanagers are true business partners They account for a share of their customer's improved profits In turn instead of accepting prices as their reward they share in the improved profits they contribute Technology globalism and a focus on quality are changing the business world at a shocking rate Sales Shock will ensure that you keep up with the changes and stay profitable It shows how to escape the trap of an outdated volume driven sales approach and shows you how to create in depth ongoing partnerships in highly lucrative niche markets Don't worry once you get used to it the shock will wear off

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*The Age of Access* Jeremy Rifkin, 2001-03-05 Visionary activist and author Jeremy Rifkin exposes the real stakes of the new economy delivering the clearest summation yet of how the Internet is really changing our lives The Seattle Times Imagine waking up one day to find that virtually every activity you engage in outside your immediate family has become a paid for experience It's all part of a fundamental change taking place in the nature of business contends Jeremy Rifkin After several hundred years as the dominant organizing paradigm of civilization the traditional market system is beginning to deconstruct On the horizon looms the Age of Access an era radically different from any we have known

**Critical Inquiries** Jacqueline Jones Royster, 2003 Critical Inquiries intends to spark discussion and response with seven focused explorations of cultural themes that provide contexts and occasions for college writers to develop a stance and voice Edited by noted composition scholar Jacqueline Jones Royster Critical Inquiries unlike many readers does not attempt to present a balanced perspective Instead each of the seven major topics identity home nation immigration education health and technology is framed by a sequence of readings that disrupt and unsettle conventional thinking Students are challenged to move beyond simplistic pro con argumentation to explore connections between personal and public life in their own essays and responses Readings in Critical Inquiries include historical as well as contemporary voices going beyond traditional essays to include poems letters position and policy statements and literary nonfiction This multi genre approach brings issues of language awareness and rhetorical strategy to the forefront offering students a rich engagement with the deliberate choices made by responsible writers

Access - Das Verschwinden des Eigentums Jeremy Rifkin, 2007-03-12 Materielles Eigentum war gestern Die Zukunft geht in virtuellen Gütern und dem Zugriff auf sie Unter dem Stichwort Access brachte

Jeremy Rifkin diesen Trend schon vor einigen Jahren auf den Punkt. Heute gibt ihm die Realität Recht. Seine Thesen sind jetzt aktueller denn je. **The Publishers Weekly**, 1996. American Book Publishing Record, 1996. Blenden Wuchern Lamentieren. Christian Kreiß, Heinz Siebenbrock, 2019-10-25. Das Weltbild der Betriebswirtschaftslehre, das gilt bedingt in gewissem Maße auch für die Volkswirtschaftslehre, lässt sich in einer Kernaussage zusammenfassen: Gewinnmaximierung. Sie gilt als höchstes Ziel auf Erden, praktisch das gesamte Lehrgebäude baut auf diesem Prinzip auf. Produktionsprozesse, Einkauf, Marketing, Personalwesen, Management, Rechtsform, Investition, Finanzierung, Besteuerung, alle Teilbereiche der Betriebswirtschaftslehre werden dem untergeordnet. Manchmal wird diese axiomatische Grundbedingung subtiler benannt: Economic Value Added (EVA), wertorientierte Unternehmensführung, Shareholder Value, Return on Capital, aber das Ziel ist immer dasselbe: Gewinne bzw. Renditen zu maximieren. Christian Kreiß und Heinz Siebenbrock schildern in Blenden Wuchern Lamentieren, welche gravierenden Auswirkungen dieses Prinzip der Gewinnmaximierung auf die verschiedensten Bereiche unseres wirtschaftlichen und gesellschaftlichen Lebens hat. Es fördert Konkurrenzdenken und egoistisches Verhalten und führt zu Umweltzerstörung, Sozialabbau und einer zunehmenden Verrohung der Gesellschaft. Doch die Autoren zeigen auch ermutigende Alternativen, wie jeder Einzelne dazu beitragen kann, die Probleme des menschenverachtenden Prinzips der Gewinnmaximierung zu bewenden und es durch menschengerechte Ziele zu ersetzen. Ein Umdenken ist möglich. **Flexibel verhandeln**. Jutta Portner, 2017-02-01. **De onmisbaarheidsfactor**. Floris Hurts, 2006. Stappenplan voor marketeers en managers om hun bedrijf beter aan te laten sluiten bij de wensen van de klant door een totaalconcept van serviceverlening. *Whitaker's Books in Print*, 1998. *Billboard*, 1997-10-18. In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital events brand. Content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. The New York Times Index, 1996. Engineering, 1958-07.

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his lawyer francis collins in january 1616 shortly before the couple s wedding on 10 february a draft of the will was made but  
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