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4 Steps to Sell Your Way to Success

A confident, well-trained, and aligned sales team can improve both the customer experience and sales performance.

By Rick Miller | Published 02/28/2012 in Expert Opinion



Times are tough for lots of businesses: layoffs, disappearing market demand, and lost revenue. At the same time, business leaders are still accountable for delivering bottom-line profits.

As a senior executive, the one thing you don't have is time. People are looking to you for results now. Some think the best approach is to focus on cutting expenses, but there is a limit. You can't save your way to success when employee morale drops and customers feel the impact. Your best bet to start a successful turnaround is actually to do a better job selling to your current customers and top prospects.

Improving sales performance can be as simple as following four steps based on actions and attributes that I call DISC. Here's how this four-step "playbook" works:



Step 1: Discipline

Contrary to the approach of many organizations, my first step does not advocate

Sell Your Way To Success

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47 Ways to Sell Smarter Jim Meisenheimer, 1994

SUMMARY - How To Sell Your

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