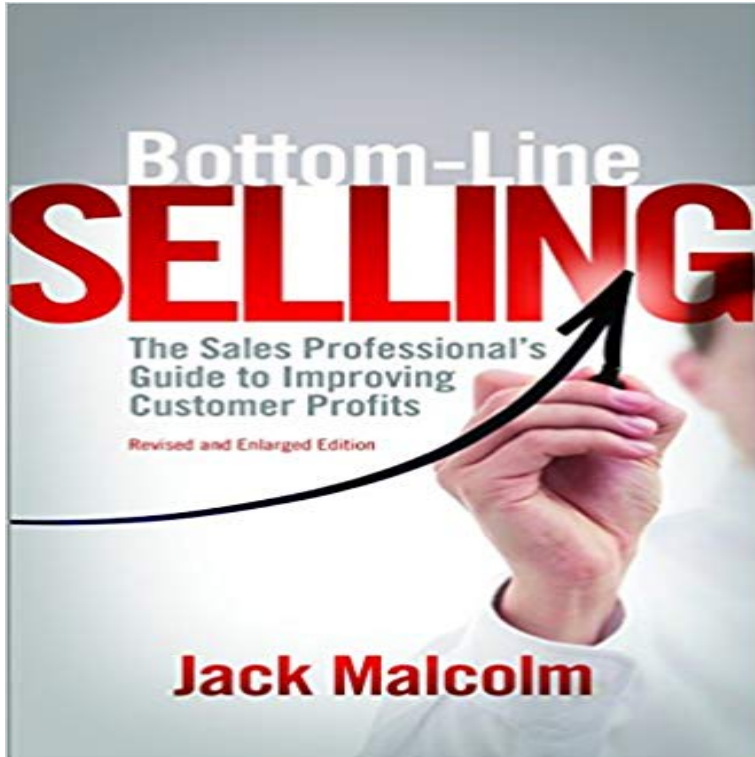


# Bottom Line Selling: The Sales Professionals Guide to Improving Customer Profits



Your customers and prospects are too busy to bother with any salesperson who promises to add value without an in-depth understanding of their business. The only way to add measurable value to your customers the kind that gets the attention of high-level decision makers is to understand how their business generates cash, bring solid ideas for improving their cash flow engine, and speak the language that resonates with them. Bottom-Line Selling shows you how to stand out by becoming a cash flow engineer. I read a lot of business books, more than 100 a year, and I can say without question that Bottom-Line Selling is absolutely one of my all time favorites. If you want to clearly understand how to use business acumen, competitive intelligence and your customers financials to position yourself as a trusted advisor and close major deals, this is a MUST read book. John Spence one of Americas top 100 business thought leaders I receive several calls each day from salespeople attempting to get on my calendar to pitch their product or service. I never cease to be amazed at how low the quality is of the calls and emails that I get and how little the people know about my business. If they read this book, they may have a chance to get my attention. Bill Davidson, Senior Vice President, Global Marketing and Investor Relations, Qualcomm When dealing with todays crazy-busy customers, its imperative to be fully prepared to discuss how you can create meaningful business improvement for them. Thats why I like Bottom-Line Selling. It shows you how to make sense of your customers numbers, find untapped opportunities and immediately position yourself as an invaluable resource. -Jill Konrath, author of SNAP Selling and Selling to Big Companies The ability to connect with our customers, intelligently discussing the business issues is critical to sales success. Jack Malcolms Bottom-Line Selling is the

best resource Ive seen to help sales people have meaningful conversations on business and financial issues. Its a must read for all sales professionals and should be a desktop reference for anyone who deals with customers. Dave Brock, President and CEO, Partners In EXCELLENCE Rarely in sales do you find a methodology that goes past just getting the deal and actually gives you a model to demonstrate significant top and bottom line impact for your customers. In todays world where multi-level sales relationships are even more critical than ever, Bottom-Line Selling is a fantastic working guide to anyone who wants to be a world class consultative seller. Alexander Turnbull, Director, Fonterra

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