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Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value

John DeVincentis, Neil Rackham

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In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Capitalizing on research into the practices of cutting edge companies, the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling mdoels that meet the demands of today's sophisticated customers.

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