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Using Technology To Sell Tactics To Ratchet Up Results

Jamie Watters, Janet Watters



Using Technology To Sell Tactics To Ratchet Up Results:

Using Technology to Sell Jonathan London, Martin Lucas, 2013-03-15 *Using Technology to Sell* is filled with practical effective techniques to sell more by leveraging the plethora of tools and information in today's world. By applying these principles you'll open more doors, increase your productivity, speed up decisions and close more deals. Jill Konrath, author of *SNAP Selling* and *Selling to Big Companies*, *Using Technology to Sell Tactics to Ratchet Up Results* shows salespeople and sales managers the most effective ways to leverage a variety of technologies to increase sales and gain more customers. Topics include making the most of cloud-based customer relationship management software, putting social media to the best use, presenting on three continents simultaneously through advanced video conferencing, using advanced techniques to gain an information edge over competitors and much more. As this book shows, while the sales process will remain pretty much the same from now until the end of time, technology used properly can increase sales power at every step of the cycle. Technology in the right hands is a strategic weapon and a competitive differentiation tool that can dramatically improve close rates, deal size, efficiency, total sales and much more. *Using Technology to Sell* will show you how to expand your market through the use of technology, employ software as a service (SaaS) applications to keep track of customers, stay organized, present and sell more systematically, use social media to increase sales, maintain the personal element in a world wired with technology, use the best sales methodology and integrate each step with technology, overcome any aversion to using technology to sell, avoid the trap of overuse or dependency on technology.

Valuing and Selling Your Business Tim McDaniel, 2014-11-20 *In Valuing and Selling Your Business: A Quick Guide to Cashing In*, author and valuation expert Tim McDaniel, a veteran of over 2,000 valuation engagements and dozens of M&A deals, covers the essentials in a short, value-packed book of valuing and selling your business for an acceptable price. And if the valuation doesn't suggest the price you have in mind is possible, McDaniel shows you how to increase the value before putting your company on the market. It probably won't surprise you that 60-80% of a business owner's wealth is tied up in the value of the business. This is your most important asset, but you probably only guess at its value and you may have no concrete plan to increase that value. Even if you're not planning to sell in the near future, it's good to know what your business is worth so you can take the steps McDaniel outlines to make it more attractive to prospective buyers. This book covers how valuations are done, whom to engage as a valuator, how to increase the value of your business, insider tips on the sales process, best sales practices, etc. *Valuing and Selling Your Business: A Quick Guide to Cashing In*, an abridgement of McDaniel's *Know and Grow the Value of Your Business*, helps you get the most for your business when you decide it's time to move on.

Disaster Recovery, Crisis Response, and Business Continuity Jamie Watters, Janet Watters, 2014-02-28 You're in charge of IT facilities or core operations for your organization when a hurricane or a fast-moving wildfire hits. What do you do? Simple: You follow your business continuity disaster recovery plan. If you've prepared in advance, your operation or your company can continue to conduct business while competitors stumble and fall.

Even if your building goes up in smoke or the power is out for ten days or cyber warriors cripple your IT systems you know you will survive But only if you have a plan You don't have one Then Disaster Recovery Crisis Response and Business Continuity A Management Desk Reference which explains the principles of business continuity and disaster recovery in plain English might be the most important book you'll read in years Business continuity is a necessity for all businesses as emerging regulations best practices and customer expectations force organizations to develop and put into place business continuity plans resilience features incident management processes and recovery strategies In larger organizations responsibility for business continuity falls to specialist practitioners dedicated to continuity and the related disciplines of crisis management and IT service continuity In smaller or less mature organizations it can fall to almost anyone to prepare contingency plans ensure that the critical infrastructure and systems are protected and give the organization the greatest chance to survive events that can and do bankrupt businesses A practical how to guide this book explains exactly what you need to do to set up and run a successful business continuity program Written by an experienced consultant with 25 years industry experience in disaster recovery and business continuity it contains tools and techniques to make business continuity crisis management and IT service continuity much easier If you need to prepare plans and test and maintain them then this book is written for you You will learn How to complete a business impact assessment How to write plans that are easy to implement in a disaster How to test so that you know your plans will work How to make sure that your suppliers won't fail you in a disaster How to meet customer audit and regulatory expectations Disaster Recovery Crisis Response and Business Continuity A Management Desk Reference will provide the tools techniques and templates that will make your life easier give you peace of mind and turn you into a local hero when disaster strikes

Sales Hunting David A. Monty, 2014-02-25 The first year of developing a new sales territory is a daunting task especially in dog eat dog industries The traditional advice is to train quickly on product grab a customer list start calling for appointments discover opportunities and close deals In fact almost every sales model out there is based on nothing more than opportunity management But jumping straight to opportunity will have new salespeople or veterans developing new territories chasing their tails for the first year or two As Sales Hunting How to Develop New Territories and Major Accounts in Half the Time Using Trust as Your Weapon details there is a significant problem you must overcome when opening up new accounts and territories No matter what you are selling your prospect already has a trusted relationship with an incumbent vendor and will continue to buy from that vendor even when you have the better solution The playing field is not level and you're on the wrong side So how can you compete to win Trust is the grease that makes business sales effortless writes sales pro and trainer Dave Monty Opportunity metrics are important but trust and a few sharp insider tactics Monty reveals is the guidepost that leads to success His sales model therefore incorporates metrics based on trust along with traditional sales measures That is the fuel that helps you not just turn virgin territory into a consistent revenue generator but helps you win over potential accounts that now use competitive

products Sales Hunting helps you start establishing trust before you step foot in a prospect's door and it shows you the tactics necessary to penetrate new accounts Once you gain access trust can be used as systematic way to build long lasting relationships that pay dividends well beyond that first sale you make Among other things this book explains Why most customers don't want to buy from you yet Why trust based relationships enable you to open up territories and bag the biggest customers quickly How to qualify and rank customers based on traits How to get in step with the customer's buying cycle How to establish trust based and traditional sales metrics to guide your efforts With advice based on Monty's twenty years of IT sales and sales management experience along with principles confirmed by academic research Sales Hunting is an easy to read book that is packed with real life examples and prescriptions for achieving sales success It will prove a lifesaver for any salesperson or sales manager developing a new territory or trying to penetrate new accounts What you'll learn Why traditional sales models do not work for new account acquisition Why long term sales success is built on developing a trusted relationship with the customer The best methods for achieving first meetings The best solutions to lead with How to qualify customer and opportunities Where to best spend your time How to measure and track your success Who this book is for Salespeople and sales managers opening new territories or trying to penetrate new accounts Table of Contents Hunting Misunderstood Identify the Silent Sales Killers The Buyer Process The Sales Process Trust Trust Sales Cycle Build Business Relationships Understand the Sales Equation Preplanning Prepare Yourself Niche Selling Rich Hunting Grounds Where to Find Customers Cold Calling On the Phone for the First Time Power in Sales Selling Strategies Qualify the Customer Building Trust before Opportunity Qualifying and Developing Opportunities Are You Winning or Losing Wrapping Up Summary

Improving Profit Keith N. Cleland, 2014-01-09 Business of all sizes have a problem How do you know in real time whether you are earning the profit you need to grow or even just stay in business And which products or services are doing the heavy lifting in contributing to profit Financial statements tell only part of the story They are backward looking for one thing and they generally show results only in the aggregate Worse they never seem to reflect the hard work you're doing on a daily basis As one manager said If I'm adding 25% profit to every job why am I getting barely 5% net profit at the end of the year Improving Profit Using Contribution Metrics to Boost the Bottom Line solves this dilemma As this book shows Contribution Based Activity CBA measures focus on two key levers that are fundamental to the operation of any business financial contribution and units of activity Knowing how to use these levers gets your company off the treadmill and on your way to stellar profitability And as the 21 case studies show CBA is surprisingly easy to apply to businesses of all types and all sizes What is financial contribution Simply the amount above and beyond the cost of goods or materials sold that contributes to covering overhead and creating profit As entrepreneur business consultant and professor Keith Cleland shows few managers actually know the financial contribution their products and services make nor how to amplify that contribution by incremental adjustments to one or both levers As you'll learn the financial tool Cleland created TARI Target Average Rate Index provides

insight into each product's value. You'll not only learn which products are contributing the most to the bottom line but how to unlock the profit potential in run of the mill products or services. Improving Profit will help you restore and boost profit levels for your entire operation. Relate your daily efforts to a transaction's actual profitability. Focus on the two key performance indicators that can help you identify and solve problems affecting finance and productivity. Help everyone in the company from CEO to janitor understand how their activities help or hinder the company's fortunes. Make effective financial decisions. If you've ever wondered why your results don't match your hard work, hopes and dreams, read this book. As the case studies make clear, identifying and applying TARI results in a significant and often dramatic boost to the bottom line. **The**

Community Manager's Playbook Lauren Perkins, 2015-01-05 Savvy companies recognize the value of a strong community. Think of Nike and its community of runners. Nike and you'll quickly understand that creating and fostering an online community around a product or brand is a powerful way to boost marketing efforts, gain valuable insight into consumers, increase revenue, improve consumer loyalty and enhance customer service efforts. Companies now have the unprecedented opportunity to integrate their brand's messaging into the everyday lives of their target audiences. But while supporting the growth of online communities should be at the top of every company's priority list, all too often it falls by the wayside. That's why brand strategy expert and digital marketer Lauren Perkins wrote *The Community Manager's Playbook*. CMplaybook on Twitter, a must-read guide for business and brand builders who need to strengthen their approach to online B2C community management and customer engagement. As Perkins explains, if companies want to create thriving online communities focused on their product or brand, they must do more than simply issue a few tweets a day, create and then abandon a Facebook page and blog every once in a while. Instead, organizations of all sizes must treat community management as a central component of their overall marketing strategy. When they do, they will be rewarded handsomely with greater brand awareness, increased customer use and retention, lower acquisition costs and a tribe of consumers who can't wait to purchase their next product. Perkins not only teaches readers how to build an engaging community strategy from the ground up but she also provides them with the tactical community management activities they need to acquire and retain customers, create compelling content and track their results along the way. Distinctive in its comprehensive step-by-step approach to creating online communities that are fully consistent with a company's existing brand voice, *The Community Manager's Playbook* explains how excellent community management provides a competitive advantage with a large impact on sales. Provides an in-depth overview of brand and business alignment. Teaches readers how to identify their community's online target audience and influence their needs and wants. Details the appropriate online channels through which content should be distributed. Champions the use of an agile approach through repeated testing to maximize the return on every company investment. Discusses the many diverse metrics that can be used to measure community scope. Today there is no brand strategy without a community strategy. Companies that are not developing communities are losing control of their brands and missing

opportunities to optimize their marketing investments With The Community Manager s Playbook as their guide however marketing professionals and the companies and brands they represent will be equipped with the tools they need to manage their online marketing efforts engage their core customers at every level leverage community insights into the product development cycle and ensure that their messaging is heard across all corners of the digital landscape *The 12 Magic Slides* Paul M. Getty, 2014-02-28 Author Paul Getty has seen thousands of brilliant founding CEOs present to angel investors venture capitalists and institutional investors And he has seen thousands of them fail in their quest for the money they sincerely believed would lead to entrepreneurial success and riches for all Again and again he watched would be tech titans fail to create a good first impression deliver poor presentations tell lengthy stories that put investors to sleep and fail to address the critical issues sophisticated investors are most eager to hear about If only they d read The Twelve Magic Slides Insider Secrets for Raising Growth Capital Getty s slide topics developed while coaching hundreds of company founders to fundraising success cover each of the twelve key themes investors want to know about in depth before they part with their hard earned money the problem you see your solution to it the resulting business opportunity the amount of money you need to grow the firm and the potential returns for investors among others Getty managing director of Satwik Capital Advisors in San Jose California shows that properly developing each slide and the thinking behind it can get you the investment capital required to vault your company to the next level But The Twelve Magic Slides is more than a book about how raise money from professional investors It presents a whole new way of how to think about and develop a successful startup Regardless it will show you better ways to accomplish your goals and increase the chances you ll get the green light from investors Whether you are seeking startup funding from the angel down the street or trying to convince investment bankers to help take you public The Twelve Magic Slides provides a clear step by step process that will enable you to Identify the key elements of the business that must be developed to attract external capital Understand the critical dos and don ts CEOs must know to sell their story to investors in a quick and efficient manner Create twelve perfect slides and a presentation that secures investor interest from the start and gives them plenty of reasons to write you a check You need to find money to fund your company s growth Investors need to find entrepreneurs and ideas they can believe in The Twelve Magic Slides presents a proven method for attracting funds from angel investors venture capital firms private equity firms and institutional investors It will give you the knowledge and confidence you need to ask for and receive the capital you need to launch or grow a business **Know and Grow the Value of Your Business** Tim McDaniel, 2013-08-31 A woman looking to retire said to author and valuation expert Tim McDaniel I need to sell my business for 2.5 million to support my country club lifestyle The reality was that her business was worth 750,000 How could she have been so wrong As McDaniel a veteran of over 2,000 valuation engagements and dozens of M A deals knows all too well most owners work in their businesses and not on their businesses He has seen the look of surprise on client faces far too often It s only worth that much In the rush of day

to day work and decisions business owners sometimes forget that their business is an investment and something they need to watch nurture and care for just as they would a valuable antique vase or painting Know and Grow the Value of Your Business An Owner s Guide to Retiring Rich shows readers how to develop the investment mindset value the business bolster that value and maximize the return on their investment and finally exit the business either through a sale to outside parties or by passing it on to family or other business insiders This information couldn t be more important Typically 60 80% of a business owner s wealth is tied up in the value of the business This is their most important asset but they usually guess at its value and have no concrete plan to increase it That s why this book shows The importance of treating your ownership interest in a business as something deserving near daily attention How a company is valued and how others outside the business view that value Steps you can take immediately to increase the value of your business The different kinds of potential buyers and what attracts them How to remove yourself from the day to day work of the business to plan for a brighter future How to exit the business on your terms In short this book helps business owners get the most for their business when they decide it s time to move on

Winning Market Leadership Adrian Ryans,Roger More,Donald Barclay,Terry Deutscher,2010-12-30 Strategic market planning in technology intensive businesses is more complex and is less manageable than in most other organizations The technology driven business environment is intensely competitive complex and dynamic and planning needs to be done quickly and often Winning Market Leadership offers a refreshing new approach to strategic market planning in these very demanding technology intensive markets It provides a systematic and highly integrated process for evaluating market opportunities and for developing strategies to lead in chosen markets Its proven highly practical approach to strategic market planning has allowed leading companies worldwide to plan faster focus on cash flow and profitability create living plans that reflect changing market conditions and competitive dynamics involve cross functional teams effectively and drive to yes no decisions The book resulted from project based executive programs developed by the authors for corporate clients such as IBM Nortel Networks National Semiconductor and General Electric This strategic market planning process has been refined and tested with over a thousand managers and executives in North America Europe and Asia Winning Market Leadership Is targeted at managers in technology intensive businesses such as computers telecommunications software biotechnology semiconductors instruments pharmaceuticals and advanced materials Focuses on the key issues and tough choices faced by executives in very demanding technology intensive markets Outlines a clear 10 step process for building winning market plans including identifying opportunities understanding the competition managing critical relationships understanding the profit dynamic and more Features examples from high tech companies such as Intel Compaq Hewlett Packard Glaxo Wellcome and General Electric Includes Key Questions for Executives and Managers at the end of each chapter that help eliminate blind spots in the planning process Winning Market Leadership is relevant to all executives and managers who play a significant role in developing cross functional strategic market plans for their business general

managers marketing managers strategic planners managers in business development engineering and R and project team leaders

Standards-Based Technology and Engineering Education Scott R. Bartholomew, Marie Hoepfl, P. John Williams, 2023-11-01 This book brings together authors from around the world to discuss the Standards for Technological and Engineering Literacy The Role of Technology and Engineering in STEM Education STEL released in July 2020 by the International Technology and Engineering Educators Association ITEEA The various chapters examine and elaborate on how educators must understand the structure of the standards used and their alignment with educational programs at specific levels and contexts both in the context of the USA and internationally It also showcases case studies analyzing the use of standards in their various contexts from a number of countries which have either adapted STEL or which have national Standards in Technology Education The STEL represents a major update to the content standards that has guided the field of technology education and later technology and engineering education in the USA since 2000 In contrast to previous standards STEL presents a substantial reduction in the number of standards and associated benchmarks and the benchmarks have been operationalized to identify the key knowledge skills and dispositions associated with each standard It also emphasizes a focus on core standards that should allow for deeper levels of understanding and engagement on the part of students who in comprehensive educational programs will continue to revisit these core standards in increasingly sophisticated ways as they progress from Pre K through Grade 12

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