The Solution-Centric Organization provides a comprehensive framework for moving companies away from a product/price orientation to a successful, solution-centric approach that includes sales, marketing, communication, and a problem-solving mentality.

Written by the CEO and Marketing VP of Sales Performance International (SPI), a company that has trained thousands of senior managers in the principles of Solution Selling®. This business-building resource shows how to transform an organization so that it can better solve customers problems, and thereby differentiate itself from the competition. The Solution-Centric Organization takes managers step by step through:

- A New Sales Environment: provides the rationale for transforming a company into a solution-centric organization, fully describing the emerging emphasis on solution-centricity, the growing trend in solutions focus, and common reactions to sales performance problems in business today.
- Solution-Centric Concepts and Principles: explains the essentials of solution-centricity and how to embrace them, exploring the implications for sales, the kinds of organizational transformations needed to become solution-centric, and the dangers of “pseudo solutions.”
- A Practical Framework to Drive Performance Improvement: offers a systemic approach for aligning marketing and sales functions to support solution-centric behavior and integrate those activities to improve revenue generation.
- Sales Performance Health Check: presents a methodology for assessing where systemic factors have a negative impact on overall sales performance, featuring objective assessment criteria for each of 26 performance areas and numerous templates and tools for understanding customer problems and needs.

Designed to help organizations capitalize on the realities of 21st century business, this essential management guide contains clear starting points for moving a company to the powerful solution-centric model, plus practical benchmarks for measuring the success of the transformation.

Authoritative and easy to use, The Solution-Centric Organization equips forward-looking companies with all the concepts, methodology, and techniques needed to reap the rewards of becoming solution-centric: significant competitive advantage, larger sales volume, increased revenue and profit, higher employee morale, and greater customer loyalty.
Features:
* Click here to view our Condition Guide and Shipping Prices

My Personal Review:
Eades & Kear take The New Solution Selling to a higher level with the application of the principles throughout the enterprise. They examine the interactions and roles of the different departments (HR, Marketing, Compensation, Management, Service, and more) in a detailed yet concise analysis and application of their proper organizational involvement and accountabilities in a solution-centric organization.

If you have ever been curious to know either where your roadblocks internally have been or why they exist and how to correct them then you really should make this book a priority. It is a must read for leaders of organizations in the midst of transforming their salesforce and more importantly company from product-focused to client-focused.

For More 5 Star Customer Reviews and Lowest Price:
The Solution-Centric Organization by Robert Kear - 5 Star Customer Reviews and Lowest Price!