



Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges

Tim Sanders

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Sales genius is a team sport.

As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line.

"Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment.

Dealstorming drives sales innovation by combining the wisdom and creativity of *everyone* who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with.

Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Condé Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from *non-sales* areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done.

The book includes real world examples from major companies like Oracle and Skillsoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell.

The strategies laid out in *Dealstorming* have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you.

From the Hardcover edition.

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Kathy Norvell:

People live in this new day of lifestyle always make an effort to and must have the spare time or they will get lot of stress from both lifestyle and work. So , if we ask do people have spare time, we will say absolutely yes. People is human not only a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to you actually of course your answer will probably unlimited right. Then ever try this one, reading books. It can be your alternative within spending your spare time, the particular book you have read is usually Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges.

Joseph Davis:

Playing with family in a park, coming to see the coastal world or hanging out with friends is thing that usually you could have done when you have spare time, then why you don't try point that really opposite from that. A single activity that make you not feeling tired but still relaxing, trilling like on roller coaster you

already been ride on and with addition associated with. Even you love Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges, it is possible to enjoy both. It is good combination right, you still wish to miss it? What kind of hang-out type is it? Oh seriously its mind hangout people. What? Still don't have it, oh come on its referred to as reading friends.

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