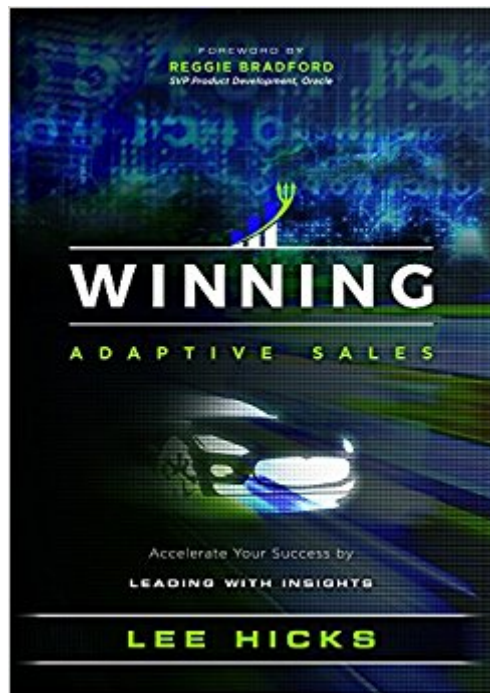




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# Winning Adaptive Sales: Accelerate Your Success By Leading With Insights



## Synopsis

Accelerate Your Success By Leading With Insights You Can't Ignore. If you're a sales professional reaching for the next level in your career, you're striving for great client relationships and strategic partnerships. And by beginning your journey with Lee Hicks in WINNING ADAPTIVE SALES, you are taking that first step in transforming your career in sales. It is just that drive that will transform your career in sales as you adapt to the rapidly changing environment bearing down on today's market. Adapting is not simply a choice; it's critical to your success. In WINNING ADAPTIVE SALES, Lee Hicks, natural-born coach, leader, and teacher, conveys tactics to take control in transforming your career in sales in order to live a "Yes You Can" life. You can lift your expectations higher: when you expect more from your organization and yourself, you make true transformation possible. You can reinvent yourself and your organization and achieve more than ever in your career. You can change your world. It all starts here, where you will learn to:

- \*\* Target strategic accounts within prioritized vertical markets.
- \*\* Leverage social-selling assets to "teach" online customers and prospects.
- \*\* Lead your customer's buying journey.
- \*\* Close larger deals faster.
- \*\* Exceed your quota . . . and make more money.

## Book Information

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## Customer Reviews

LEE HICKS, founder and CEO of Winning Adaptive Sales, has been transforming professionals and organizations worldwide for over twenty-nine years. His talent has touched some of the biggest

names in the business, having created a "leadership fraternity" of the most successful people and technologies behind the sales industry's new leading paradigm the "Adaptive Sales" platform. Lee's expertise has been utilized by some of the world's most recognizable brands including Newell Rubbermaid, Time Warner Cable, Joe Gibbs Racing, SAP, Polycom, Grupo Carso, Toshiba, and many others because of one thing: T-R-U-S-T.

Books and resources, to support any professional, need to be accessible. That is to say, they need to be relevant, understandable, and inspiring. You will find *Winning Adaptive Sales* to be all of the above. It is worth your valued time to both inform and inspire yourself with best of class sales suggestions, and proven techniques to support sales leadership. For instance, Lee inspires through the life of his family--particularly his daughter, Bentley-Grace. "Yes, You Can!" And, he suggests a simple, but profoundly, helpful way to prepare for a business conversation: Selling "5 O's". Each defined and sequential: Observations, Objectives, Obstacles, Offerings, and Outcomes. I invite you to discover their value and application. The book is a great resource for a sales force.

*Winning Adaptive Sales: Accelerate Your Success by Leading With Insights* is the GREAT read for any business and sales professional. Nothing happens until something is sold. The sale person is the main role is educate the customer to make the right decision and provide value and solve the challenge what customer is having. This book by Lee Hicks really enforces the true sales process which makes the sales going on almost automagically. By reading this, you will re-invest your next conversation. Always remember, every conversation is a sales conversation. I highly recommend to you to get your copy and share with your close friends who are seriously interested in growing their own business or their professional sales career. Stay blessed.

*Winning Adaptive Sales* is a great guide to redefining how to approach b2b sales in the changing market environment. The book touches on each aspect of how to win business and solidify existing relationships by bringing relevant content to prospects and clients. One of the main themes for the book is leadership. Prospect and clients are looking for someone to lead them to achieving their goals. The approach that is detailed in the book gives readers a road map of how to help customers through the process. I would highly recommend this book to someone just starting their sales career or a 20 year veteran, the principals are easily applied and will make a significant positive impact to your goal attainment.

Winning Adaptive Sales is a must read for any sales professional (or really anyone interested in sales). There are quite a few sales books out there but none as informative as Winning Adaptive Sales in my opinion. While geared towards directing sales professionals on how to navigate, and indeed survive, the changing world of complex sales - the book is also filled with fascinating anecdotes and case studies that any reader will find entertaining. It's hard to argue with the processes and methods recommended by Hicks in Winning Adaptive Sales and his acronyms to help assist you in remembering such will enable you to actually put the book to use in your day to day sales role.

I read Winning Adaptive Sales in one sitting and found the book to be packed with insights, experiences, and techniques that I will apply in my personal and professional life for years to come. While I have read a number of books on where sales strategy is headed and the importance of building relationships to foster sales growth, this is the first book that I have found to be comprehensive and practical, void of fluff and theory. This is a must read for anyone who is in sales, considering a sales career, or who considers themselves an entrepreneur of any sort. Winning Adaptive Sales: Accelerate Your Success by Leading With Insights

Throughout my career in complex sales, I've learned and implemented Miller-Heiman, Spin Selling and even the latest Challenger Sale techniques. All have proven helpful, however, as my customers evolve I need to adapt to their needs. Lee's book Winning Adaptive Sales is the definitive field guide I need today to assist my customers and thrive in any competitive business environment. I highly recommend this book to all sales professionals who want to develop their careers and remain relevant providing insight to their customers as an adaptive salesperson.

Lee's proven methodology of repositioning sales as a commitment to leadership is ingenious. As markets have changed, proper sales techniques have lagged behind. I exceptionally noted Lee's stance on every conversation being a Strategic- Business conversation. This content is the fuel that can propel sales professionals, managers, and executives to the top of their industry.

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