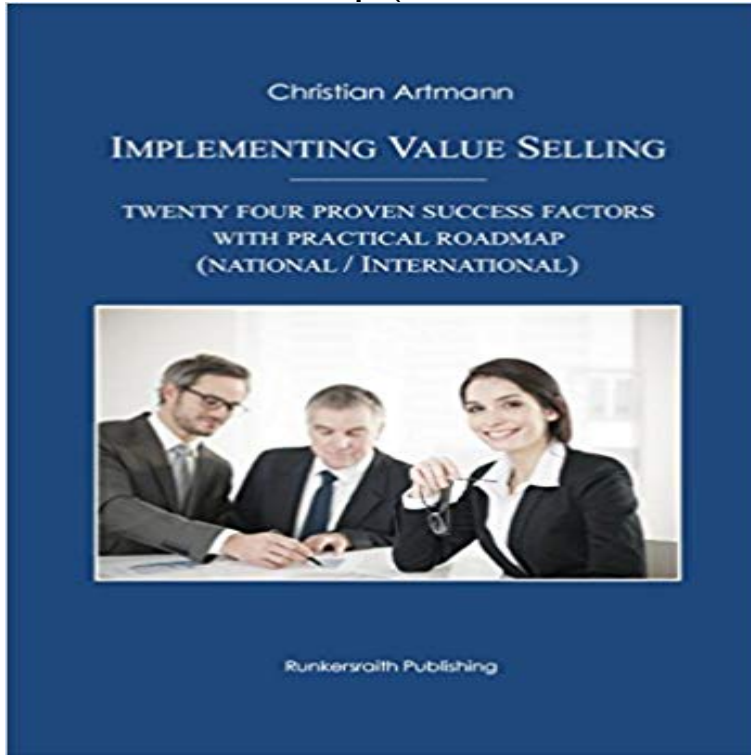


Implementing Value Selling: Twenty Four Proven Success Factors With Practical Roadmap (national / international)



Value Selling hat die Ziele Mehr-Umsatz, Mehr-Marge und Mehr-Vertriebseffizienz. Dazu wird der Verkaufsprozess individueller, kundenorientierter, proaktiver und zugleich systematischer gestaltet. Dieses Buch zeigt einen praktischen und nachweislich erfolgreichen Weg, um Value Selling in ein Unternehmen einzuführen, auch auf internationaler Ebene. Der Wirtschaftswissenschaftler und Vertriebspraktiker Dr. Christian Artmann hat dazu 24 Erfolgsfaktoren und einen Fahrplan herausgearbeitet, um die Organisation, die Führungskräfte, die Management-Systeme und die Menschen zum Value Selling zu bewegen. Diese Faktoren und der Fahrplan basieren auf einer umfangreichen, wissenschaftlichen Dissertation an der Universität St. Gallen. Am Beispiel des Unternehmens Danaher und anderer high-performance Unternehmen erläutert der Autor, was ein Verkaufsmanager konkret unternehmen sollte, um mit Value Selling erfolgreich zu sein. Zahlreiche Zitate von erfolgreichen Verkaufspraktikern erläutern die Details. Jeder, der sich mit der Einführung oder Verbesserung von Value Selling oder anderen Verkaufskonzepten befasst, sollte sich die Erfahrungen aus diesem Buch zu Nutze machen. Value Selling has the objectives of more sales, more margin, and more sales efficiency. In order to achieve these objectives, the sales process becomes more individual, customer oriented, pro-active and more systematic at the same time. This book shows a practical and evidence-based path how to implement Value Selling also on international level. Based on his background in academia and sales practice Dr. Christian Artmann has identified 24 success factors and comprehensive roadmap to drive the organization, the managers, the management-systems and the people toward Value Selling. This factors and

roadmap are based on an extensive scientific research in context of a dissertation at the University of St. Gallen. Using the example of Danaher and other high performance companies the reader receives valuable advice on what to do in order to become successful with Value Selling. A wide range of quotes from successful sales practitioners illustrate the details. Everyone implementing or improving Value Selling or a similar sales concept should benefit from the insights of this book. Das Buch ist ein Muss für alle Vertriebsleiter, die sich mit der Einführung von Value Selling national wie international befassen. - The book is a must-have for all sales leaders involved with the implementation of Value Selling on national or international level. Werner Katzengruber, CEO, Sales and Leadership Expert, KHD Group GmbH

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