

Selling Transformed

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*Develop the sales values which deliver
competitive advantage*

Philip Squire



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CONTENTS

About the author xi

Acknowledgements xii

Introduction 1

01 How history informs current sales practice 5

How long has selling been around? 5

Zhang Qian: Opening up the overland Silk Road 6

History repeats itself 8

What selling attributes did Zhang Qian possess? 9

Zheng He: Opening up the Maritime Silk Route 9

Little research exists on sales and selling 13

Why has sales been so poorly served in terms of research? 13

Some good news for the sales profession – but still a long
way to go 14

Continued curiosity 15

Endnotes 16

02 Sales psychology and the pressure of time 17

03 Changing sources of competitive advantage require a new selling paradigm 23

Sources of competitive advantage when selling
in the industrial era 23

Sources of competitive advantage when selling
in the knowledge era 26

Sources of competitive advantage when selling
in the post-knowledge era 30

So what's the new norm? 32

Concluding comments 35

Endnotes 36

04 A new paradigm of selling based on values: the research journey 39

The spark that ignited the research – ‘95 per cent of salespeople are a complete waste of time’ 39

The research demographics 40

First attempts on solving the problem – how to make it into the winner’s circle 42

Yet the platform still burnt 43

What enabled a breakthrough 44

Popular books on selling 48

Back to the central question: why do so few salespeople sell in a way customers want? 57

Paradigm shift in research approach 58

Creating a new vernacular: values for selling 61

To conclude 63

Endnotes 63

05 Values creating a positive or negative selling experience 67

Manipulation 67

Supplier-centricity 68

Complacency 69

Overt arrogance 69

Authenticity 75

Client-centricity 76

Proactive creativity 76

Tactful audacity 76

Starbucks 79

Innovation in Compaq’s response 82

Let’s now consider the underpinning values that led both parties to this deal 84

Emerging conclusions from our research at this stage 86

Endnotes 88

06 Values that are an antecedent to trust 89

Pre-call planning: making that first contact 89

Opening the call 91

Understanding the need – what does the customer *really* care about? 91

Product discussion/presentation of solution 92
Handling objections 93
Gaining commitment 93
Post-call review 93
But what about the buying cycle? 94
The connection between values and trust 95
Hewlett-Packard case study – evidence linking values to sales
performance 103
Values for selling: as guiding principles 106
Endnotes 107

07 Principle one: the value of authenticity 111

People's reliance on intuition to make decisions 112
Authentic self 114
How best to assess your lived values 114
Critical reflection – a core competence for salespeople 117
Code of ethics 122
Mental health and stress 123
Endnotes 124

08 Principle two: the value of client-centricity 125

A global mining business study – using a client-centricity mindset to
win a new account 125
Cracking the industry code 129
Tool 1: For cracking the code 131
Tool 2 : The customer pulse check 132
Professional services technical consultancy group (ConstructXion) 137
Endnotes 144

09 Principle three: the value of proactive creativity 147

Tool 3: The third place from the seller's perspective 150
Tool 4: Customer strategy grid 155
Tool 5: Whitespace analysis 159
To what extent can a national culture be encouraged to live the
positive mindsets? 160
Endnotes 163

10 Principal four: the value of tactful audacity 165

Sony Mobile: How can you increase market share from 8.7 per cent to 17.4 per cent in less than two months? 167

Win themes 171

Trust the foundation for tactful audacity 172

Tactful audacity requires conviction, a 'just do it' attitude 173

The five key tactful audacity moments 177

Tactful audacity applied internally 178

Endnotes 179

11 Royal Caribbean International case study: turning a potential disaster into an opportunity 181

Royal Caribbean International (RCL): How mindsets applied turned 'terminal' decline into 282 per cent growth within 18 months 181

So what's in it for the ships' hotel directors? 184

Further reflections 187

The element of time 190

12 The role of leadership in transforming sales 193

So what mindsets/values are required of great sales leaders? 194

Sales management systems 196

Coaching to the mindsets 204

Organization support for a client-centric culture 207

Concluding comments 208

Endnotes 209

13 Looking to the future 211

The emerging Cx focus: purpose-driven value-creation 211

The future of capitalism: implications for sales 213

Capitalization of sales relationships: where value and values intersect 216

The final frontier: the professionalization of sales? 222

Endnotes 231

Appendix 233

Index 241

ABOUT THE AUTHOR

Dr Philip Squire is the co-founder and CEO of Consalia, a UK- and Singapore-based specialist sales business school. Philip has been educating companies such as BT, Hewlett-Packard, Microsoft, Royal Caribbean Cruises, Santander, SAP, Sony, Zurich Insurance and many others, in leading and executing sales transformation approaches for four decades. He is one of just a handful of sales professionals internationally to have a research doctorate in sales. His passion for professionalizing sales led him to create the world's first sales consultancy delivering university-accredited undergraduate and postgraduate degrees in sales. He sat on the 2018 UK government-initiated Trailblazer group, created to set standards of sales practice in the UK, which has led to government-recognized sales apprenticeship degrees. He is a Visiting Professor at the Seoul School of Integrated Sciences and Technologies. In 2016 he co-founded the *International Journal of Sales Transformation* to bring practitioner and academic research to the global sales community and is also a trustee of the Association of Professional Sales, a not-for-profit body responsible for promoting ethical sales practice.

Philip spent the first years of his life moving around the Middle East, Africa and the Caribbean with his parents and brother. This sparked a life-long love of learning about people and cultures and inspired his fascination with global sales techniques. He enjoys playing real tennis – arguably the best racquet sport ever invented though least known – fly fishing in the summer and road biking in and around the Surrey Hills, where he now lives.

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