



Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, and Your Customers, Jeff Cox, Howard Stevens, Simon and Schuster, 2001, 0743204743, 9780743204743, 256 pages. Selling the Wheel is a fascinating story about sales and marketing written in the form of an ancient parable: Once upon a time, long ago, a resourceful fellow named Max came up with a brilliant idea and invented the Wheel. But human beings, who had been getting along without the Wheel for thousands of years, did not instantly appreciate their need for this clever invention.... This is the challenge facing Max, as dramatized by Jeff Cox, coauthor of the bestselling business novels Zapp! and The Goal, Selling the Wheel is based on the pioneering research of Howard Stevens's employment-testing and customer-research firm, the H. R. Chally Group. In the story, Max and his wife, Minnie, learn what it takes to market the Wheel. With the help of Ozzie the Oracle, they discover four essential selling styles -- Closer, Wizard, Relationship Builder, and Captain & Crew -- and come to understand how each style is suited to a different type of salesperson. They learn that as markets evolve, selling styles and strategies must change. There is no single right way -- and no company can be all things to all people. This critical lesson is as valuable to salespeople as it is to sales managers. Writer Jeff Cox has the amazing gift for translating technical ideas into creative, engaging stories, and his collaboration with sales and marketing expert Howard Stevens is based on empirical research collected from 250,000 salespeople, more than 1,500 people in corporate sales, and interviews with more than 100,000 actual customers who rated the strengths and weaknesses of the salespeople serving them. Packed with practical tips for salespeople, entrepreneurs, marketing managers, and business students, Selling the Wheel is an irresistible guide to sales styles, strategies, and markets..

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Crossing the Chasm Marketing and Selling Disruptive Products to Mainstream Customers, Geoffrey A. Moore, Aug 20, 2002, Business & Economics, 256 pages. Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to

The Venture A Novel for Entrepreneurs, Jeff Cox, May 1, 1998, , 352 pages. The author of Zapp! brings his expertise in today's business world to bear on the story of a senior manager who rallies his co-workers to start their own small business when

Achieve Sales Excellence The 7 Customer Rules for Becoming the New Sales Professional, Howard Stevens, Theodore Kinni, Nov 29, 2006, Business & Economics, 192 pages. Achieve Sales Excellence examines the new paradigm of business-to-business sales, and outlines the seven practices sales professionals and organisations must embrace to have a

25 Most Dangerous Sales Myths (And How to Avoid Them), Stephan Schiffman, Jun 4, 2004, Business & Economics, 128 pages. America's #1 corporate sales trainer, Stephan Schiffman, debunks the 25 most popular myths that cost salespeople money every day. By avoiding these myths and knowing the truth

The Innocent , Harlan Coben, Apr 26, 2005, Fiction, 528 pages. You never meant to kill him.... One night, Matt Hunter innocently tried to break up a fight and ended up a killer. Now, nine years later, he's an ex-con who takes nothing for

Herz Empower Yourself, Your Coworkers, Your Company, William C. Byham, 1995, Business & Economics, 201 pages. Presents a guide to personal and corporate success that emphasizes the pursuit of quality, group effort, and individual motivation.

Zapp! The Lightning of Empowerment : how to Improve Productivity, Quality, and Employee Satisfaction, William C. Byham, Jan 1, 1989, Communication in management, 209 pages. A contemporary fable that shows how empowering people--zapping them--builds strong, enthusiastic employees and organizations dedicated to improving quality, sales, and

The naked consumer how our private lives become public commodities, Erik Larson, Feb 3, 1994, Business & Economics, 275 pages. Some companies gather and sell personal information to assist businesses in their marketing campaigns. Is this American business at its finest, or simply a horrible invasion of

The Cure Enterprise Medicine for Business: A Novel for Managers, Dan Paul, Jeff Cox, Aug 19, 2003, Business & Economics, 304 pages. A novel about transforming organizations from the author of bestselling business books The Goal and Zapp! The Cure is a novel for managers about transforming an under

Secrets of closing sales , Charles B. Roth, Roy Alexander, 1983, Business & Economics, 276 pages. .

End of a dark road , Crystal Thrasher, Sep 1, 1982, Business & Economics, 217 pages. In the harsh Indiana hill country during the Depression, Seeley Robinson, her family, and her friends share hard times and personal troubles..

Selling Against the Goal How Corporate Sales Professionals Generate The Leads They Need, Kendra Lee, Oct 1, 2005, Business & Economics, 307 pages. In a perfect world, sales professionals would have prime territories, unlimited budgets and a high-powered marketing department generating qualified leads. In reality most

The goal a process of ongoing improvement, Eliyahu M. Goldratt, Jeff Cox, 1992, , 274 pages. Mr. Rogo, a plant manager, must improve his factory's efficiency or face its closing in just three months.

Marketing unwrapped , Ray Perry, Dec 4, 2001, Business & Economics, 214 pages. "Key skills for marketers in the 21st century, which we have now cautiously embarked upon, conjures up images of great technological advances, of a world utterly transformed, a

Slow Down, Sell Faster! Understand Your Customer's Buying Process and Maximize Your Sales, Kevin DAVIS, Jan 5, 2011, Business & Economics, 272 pages. The biggest mistake you're making in your sales career right now is equating a faster pitch with a faster close. Believe it or not, you will actually experience greater success

The Web Startup Success Guide , Robert Walsh, Jul 29, 2009, Business & Economics, 440 pages. If there's a software startup company in your developer heart, this is the book that will make it happen. The Web Startup Success Guide is your one-stop shop for all of the

Jeff Cox displayed his remarkable gift for translating complex theories into entertaining stories as the coauthor of Zapp! and The Goal. Now, in collaboration with sales and marketing guru Howard Stevens, CEO of the H. R. Chally Group, he tells a story in the style of an ancient parable to reveal vital lessons gleaned from decades of research on salespeople and customers -- lessons that will help you identify the right way to sell successfully.

Selling the Wheel recounts the story of Max, the resourceful fellow who invented the Wheel and found himself faced with the challenge of convincing people to accept his breakthrough innovation. In so doing, it demonstrates four essential selling styles, each requiring a distinctly different type of salesperson and selling approach. As Chally's research clearly shows, no company can be all things to all customers: sales tactics and strategies must change as technologies and markets mature to reflect new values demanded by customers. Written with humor and filled with practical insights, Selling the Wheel will be treasured by managers, salespeople, and entrepreneurs everywhere.

Based on research by Howard Stevens, a coauthor, there are four types of customers: gateswingers who want to be first with the new, progressive customers who want advanced products, relationship customers who want relatively acceptable products from a company they can trust, and world customers who want a standard product that is reliable at a good price.

Each type of customer needs a different type of salesperson: closers work best with gateswingers; wizards (technically competent people) do well with progressive customers; relationship salespeople do well with relationship customers; and the reliable captain and his crew (solving the customer's problem) are best for the world customer.

The makeup of a sales force evolves over time. For a new product, you need a person who can sell anything to anyone. A real rainmaker. As your business grows, you need someone who can engineer custom solutions. Grow more, and you'll need someone who can manage long-term relationships. Finally, in the most mature market, you'll need someone who can manage and motivate a sales force in a commodity-based system.

Business self-help books are rarely lively. And books about sales are usually the most boring of all. And yet, "Selling the wheel" is fascinating. I enjoyed it even though I am not a sales professional, nor a businessman of any kind. What makes the book a quick read is that the practical sales information is couched in the form of a fictional narrative. This story, about the efforts of the ancient inventor of the wheel to sell his invention, is funny and engaging. But all the while, you are learning valuable information about the various types of salesman required to sell products at different stages in a product's technological development: a "closer" for new products; a "wizard" for developed products that require a high-degree of technical expertise to select, install and service; a "builder" for standardized products that are purchased primarily by large, bureaucratic organizations; and a "captain" for products that are so common they have become commoditized. If only all business self-help books were this interesting and well-conceived!

Written in the style of a business novel, set in ancient times, when the Egyptian pyramids were being built, "Selling the Wheel" is a fantastic book, about the sales process. It covers the different types of sales people and personalities appropriate during various stages of the evolution of a product, which in this case is the wheel. The book is also about positioning a company, determining what markets to target, and fending off competition. You will be introduced to the Closer, the Wizard, the Relationship Builder, as well as the Captain and Crew, all of whom have a place in the growth and evolution process of a business and its sales strategy.

"Selling the Wheel" is both educational and entertaining, as are Jeff's other business novels. It is creatively written, humorous at times, and never dull. It satirizes many of the situations and logic we see in today's business environment including the world of the net economy. Even in ancient times, star salespeople such as Ben (below) were way ahead of the times:

Whether you work in sales or not, this book is easy to identify with. It touches on elements presented in Jeff's other books (Zapp, Heroz, and The Goal), including motivation, conflict, management, and day to day decision making within a company. If you have an interest in sales, or even in business, pick up this book, set aside a few hours, and dive in!

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Jeff Cox has done it again. The coauthor of Zapp! and The Goal--bestselling business books that employ engaging fictional tales to advance a slew of practical suggestions--now teams with marketing specialist Howard Stevens to do for sales what his previous efforts did for motivation and productivity. In Selling the Wheel, he crafts a witty story around solid sales fundamentals that Stevens has gleaned from a quarter-century of research and analysis. Its hero is a fledgling old-time entrepreneur named Max who invents the wheel but can't get anybody to buy one. With marketing assistance from his wife ("In the olden days," Cox explains, "women almost always did the marketing"), and guidance from a cave-dwelling wise man, Max ultimately succeeds with help from four distinctly different types of salespeople, dubbed Closer, Wizard, Builder, and Captain. While this may sound silly when taken out of context, the story is entertaining and, more important, filled with sound tips that could help sales professionals and their managers deal with varying evolutionary phases of any product or service. Among its many nuggets: "Silence has been used for centuries as a closing technique. The game is simple. After asking a closing question, say nothing--because the person who speaks next loses." --Howard Rothman

This book would make a five star read either as a book about sales or as humor. You can read it for both, and get twice the benefit.The premise for this fable is based on a character named Max inventing the wheel in ancient Egypt, and then quickly adapting to the evolving market place with different product focus, marketing, and sales efforts.With the help of his wife and the Oracle, Max finds different sales people to create demand for the wheel. Initially, no one can see a purpose for the wheel. Soon there is lots of competition, and Max has to adjust. Based on research by Howard Stevens, a coauthor, there are four types of customers: gateswingers who want to be first with the new, progressive customers who want advanced products, relationship customers who want relatively acceptable products from a company they can trust, and world customers who want a standard product that is reliable at a good price.Each type of customer needs a different type of salesperson: closers work best with gateswingers; wizards (technically competent people) do well with progressive customers; relationship salespeople do well with relationship customers; and the reliable captain and his crew (solving the customer's problem) are best for the world customer. The key point is to choose customers for whom you can deliver the most value.There is also lots of information about sales planning, the marketing and sales process, and how to measure your effectiveness. All of this information is solid and valuable, especially to those who are just learning

about sales and marketing. The beauty of using the wheel as the basis for the fable is to make the point about developing a product into a mass industry is easier to understand. Everyone knows about wheels. But the point is that every product was once a breakthrough and will at some point become a low-price, undifferentiated commodity. This allows you to understand how that life cycle affects what will make you most successful. This book will help you overcome your stalled thinking that there is only one way to sell products. If you are in sales, you can apply this to getting a sales job that fits your preferred sales style. If you are a customer, it will help you know which kind of a sales person will best meet your needs. If you are running a business, it will help you plan your business and monitor your effectiveness. That's quite a lot of stalled thinking to overcome from one book. The authors point out in a note that few sales forces are measured for effectiveness, and little hiring is done to match sales style to customer need. Be sure to focus on improving over that set of practices if you want to become more successful. Enjoy faster and more profitable growth as your 2,000 percent solution from this wonderful tale! Donald Mitchell Coauthor of *The Irresistible Growth Enterprise* (available in September 2000) and *The 2,000 Percent Solution* (donmitch@fastforward400.com) Read more ›

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