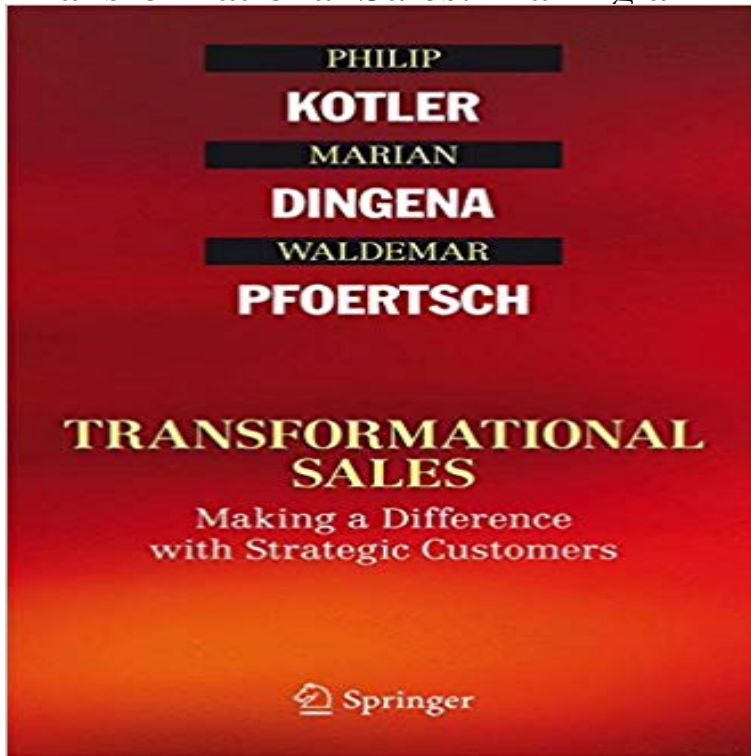


Transformational Sales: Making a Difference with Strategic Customers



Inspired by a new, transformative era in human and business relations, this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers. It is all about guiding organizational change and business transformation, starting with sales itself. Companies choosing this approach can make a significant and meaningful difference with strategic customers, moving beyond the competition. By challenging existing business assumptions and creating new perspectives on the marketplace, organizations can increase value across traditional company borders, making the (business) world a better place in the process. Both thought-provoking and practical, this management book integrates academic insights, real life examples and best practices of business transformation. It is a must-read for business leaders aiming to make a difference. Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets, developing your brand, and leveraging your strategic relationships. If sales and profitability with strategic accounts are to grow beyond the average, a change in mindset from seeing sales as an outside to an inside job is required to truly create a win-win relationship. Kotler/Dingena/Pfoertschs

Transformational Sales provides hands-on insights and tools needed for companies who truly want to achieve this transformation. Marc Hantscher, CEO and President Asia-Pacific, BSH Home Appliances Pte. Ltd. Singapore The more profoundly and systematically B2B companies familiarize themselves with and accommodate their customers functional, emotional and strategic needs, the more powerful they are on the market. Top brands are professionally and passionately tuned in to their customers. Sales, Project Management, Marketing, R&D, Production

and Purchasing work in concert to drive customer success, always with an eye to the future. This book presents illustrative cases, highlighting how champions have scaled up their business. Achim Kuehn, CMO Herrenknecht AG, Schwanau, Germany

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