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“Visionary Selling: How To Get To Top Executives – And How To Sell Them When You’re There”

By Barbara Geraghty

Review by Fiona Cattermole

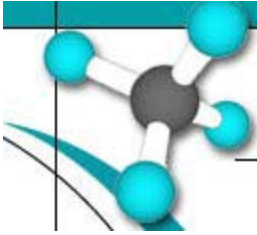
Here is an excellent book for anybody trying to gain entry to the “Executive Suite” for the purposes of securing consulting assignments, permanent positions, or for selling products or services to a target organization (customer).

Geraghty approaches the subject of how to sell effectively and successfully from a perspective that is a fresh change from the timeworn and conservative approaches used prior to the ‘90’s (and unfortunately in many cases, still very much in vogue). No longer are our customers lured by the approach: *“This is what I have. This is why **you** need it”, or by: “Here is what **you** need. This is what I can do for you”*. Today’s leaders need to prove themselves to their stakeholders, that they are worth their salaries, and for them to be “sold” they need to see how it will substantially benefit them and their stakeholders.

The “Vision” in “Visionary Selling” is the implementation of a new sales paradigm in which we ultimately bring insights and information to our customers on how they can capitalize on opportunities that achieve results. Geraghty subscribes to the idea that it is essential to sell **beyond** the product or service, **beyond** the solution, and that you convey to the customer: *“This is where **you** are going. This is how I can help you get there”*.

Geraghty learned from experience, insight and persistence, just how to close on the toughest sales. This was learned during the decade it took her to rise from telemarketer at MCI to top Sales Manager at Sprint.

The advice she lavishly shares in her book centers around the following:



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The Three P's:

1. Prepare
2. Package
3. Present

The 5 Basic Steps:

1. Target the "C" level of the organization (CEO, CIO, CFO, COO)
2. Conduct research to discover vision, values, and core competencies
3. Identify industry trends and market opportunities
4. Package the information into pertinent information and provocative ideas
5. Achieve a long-term alliance that transcends today's problems and issues.

For each of the above issues she outlines many effective strategies and illustrative examples of how she has seen each work.

On the subject of research and preparation, Geraghty is adamant - spare no expenditure of time on researching the target organization (she gives an abundance of resources, tips and advice on how to conduct such research), since every minute spent on this type of preparation has the potential for a large payoff. Do not present unless and until your preparation is solid and complete.

Bottom Line: This book is a must-read for people serious about making lasting and mutually beneficial relationships with any current or prospective key customers. With so much competition in today's economic environment, knowledge about your customers' problems and being able to provide them with solutions is the way to gain a real competitive advantage.

To inquire about internet-delivered, interactive assessments on how to **improve your sales performance** contact Cattermole & Associates at 303-437-4374 or www.catt-alyst.com.