

**PowerSelling** has delivered proven results in such industries as:

- Commercial Insurance
- Commercial Real Estate
- Office Technology
- IT Infrastructure and Services
- Financial Services
- Telecommunications
- Advertising and Media
- Medical and Health Care Products



**STEVEN POWER** is founder and president of Sales & Marketing Solutions International. He has trained more than 15,000 business-to-business sales professionals in nineteen countries and twelve industries.

He brings to the table twelve years of a successful, in-the-trenches sales and a sales management career in a highly competitive industry and marketplace. He has also founded and built a successful consulting business, servicing business-to-business clients worldwide for the past fourteen years. *PowerSelling* is Steven Power's fully consultative and collaborative approach that combines his highly successful sales philosophy with his real world consulting experience. His clients include Hewlett Packard, Ricoh, Canon, AOL's Digital City, and Staples Office Expo. Power is also the author of the *The Summit Party—Insights from Peak Performers*.



www.PowerSelling.com

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## Here's what your *best* prospects *wish* you knew... about consultative selling

In selling, your competitive distinction is not determined by more innovative products, better pricing, more aggressive marketing, or some temporary leg up on your competition. It's your competence in a *truly* consultative and collaborative sales process. It's what your best prospects are waiting for, and *PowerSelling* is the way to make it happen. This book contains all the breakthrough processes, tools, and techniques that are delivering high-impact results for today's leading business-to-business sales forces worldwide. Use it to take *your* sales process—and your *results*—to the next level!

### Learn how you can:

- Schedule appointments with top-level decision makers on your first call
- Position yourself as an expert resource and trusted consultant
- Expand your reach throughout the account to generate more selling opportunities
- Create a "pre-approved" proposal—for an 80 percent closing rate!
- Get your most enthusiastic clients to generate your next biggest accounts

"The concepts, methods, and tools presented in *PowerSelling* have helped Ricoh Corporation's sales force move beyond selling products to selling solutions. As a result Ricoh has not only enjoyed a positive return on investment, but has also gained distinction in a very competitive marketplace."

—Kirt Yoshida  
Chairman and CEO, Ricoh Corporation

"We've implemented the consultative principles of *PowerSelling* into our training to transform our partners from commodity-based, transactional vendors to proactive strategic partners who offer complete solutions and services."

—Rich Raimondi  
Vice President, Imaging and Printing Group, Hewlett Packard Company

"Steven Power's philosophy has been an integral part of our sales process, and his insight has been invaluable in helping our company achieve double-digit growth during tough economic times."

—Dave Verkinderen  
Senior Vice President, U.S. Bancorp

"Steven Power's consultative selling techniques have helped us become one of the largest privately owned companies in our industry. The best compliment is that I have referred him to my friends in the Young President's Organization, with excellent results."

—Jerry Rollins  
CEO, MWB Business Systems

**INCLUDES SAMPLE MARKETING LETTERS, TELEMARKETING SCRIPTS, A WINNING PROPOSAL TEMPLATE, AND MORE. SEE POSITIONING STATEMENT IN CHAPTER 5.**



**POWER SELLING**

**STEVEN POWER**

**POWER 2BE MEDIA**

INTERNATIONAL SALES TRAINER AND CONSULTANT  
**STEVEN POWER**



**POWER SELLING**  
CONSULT & COLLABORATE TO  
GAIN COMPETITIVE DISTINCTION

**This is like putting your sales process on steroids!**

**W**hat sets you apart from your competitors in the eyes of prospects and clients?

Hint: It's not your products *or* your services. The most successful salespeople are those whose clients will follow them anywhere, no matter who they're working for. What sets you apart is *you*—specifically your ability to build respectful relationships with your clients, your competence in helping your clients meet their objectives and overcome their challenges, and your commitment to being their expert ally.

This consultative and collaborative approach is at the very heart of *PowerSelling*, and it's exactly what helps you create your own competitive distinction. *PowerSelling* is not about manipulation, control, flavor-of-the-month buzzwords, and other old-school techniques. These are the techniques your prospects see coming a mile away and are, in fact, counter-productive to the sales effort. *PowerSelling* goes far beyond simply "closing the deal." It shifts your attention and talents to the real prize—getting any top-level decision maker as a buyer—and your permanent advocate!