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# Sales Eats First: How Customer-Motivated Sales Organizations Out-Think, Out-Offer, And Out-Perform The Competition



## Synopsis

Sales Eats First examines how B2B sales organizations in today's most admired corporations develop and deploy major intellectual capital. They courageously inject their intellectual capital into the value propositions that benefit both customers and their own companies. Capon and Tubridy show that today's most successful companies are customer-motivated organizations where sales has the recognized responsibility for identifying customer needs and crafting and delivering solutions to meet those needs as an equal partner with marketing, product development, and other functions. They show an irrepressible flair for differentiating products in categories where competitors have resigned themselves to believing that differentiation is impossible. Their customer-motivated sales machines deliver the numbers, keep competitors at bay, and unlike products and programs, are very difficult to replicate. This book should also be invaluable for other functional managers, especially those that interface with sales. Companywide managers, including CEOs, should also benefit as they learn how to leverage sales excellence to achieve superior business performance.

## Book Information

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## Customer Reviews

Noel Capon is the R.C. Kopf Professor of International Marketing at Columbia Business School. He is an internationally recognized expert in sales management and key strategic global account management. Gary S. Tubridy is senior vice president of The Alexander Group, the leading sales management consulting firm in the United States.

As a sales manager and sales trainer, I found very practical insights, useful case studies and great coaching ideas. This is an excellent resource for managers driven to create a customer-focused sales culture and value creation sales organization. I am recommending this book as required reading for all my new sales associates. Thanks.

OMG This is the sales management book for the 21st century and accomplishes for the sales manager what Good To Great did for the general manager. Simple, well written and loaded with terrific stories from the best sales organizations in the world. I loved this book!

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