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# Rethinking The Sales Force Redefining Selling To Create And Capture Customer Value

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The following is a highlighted summary of the book, Rethinking the Sales Force, published by McGraw Hill. The statements below are key points of the book as determined by James Altfeld and have been made available at no charge to the user. Rethinking the Sales Force: Refining Selling to Create and Capture Customer Value By Neil Rackham.

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The traditional role of the sales forces is to communicate the value of the product or service it is selling. The sales force explains the different features of the product and how it will help the customer. In the past this was valuable. Salespeople were a source of information that the customer could get nowhere else.

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Sales forces that simply communicate value to customers are doomed to fail -



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sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service - it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force.

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