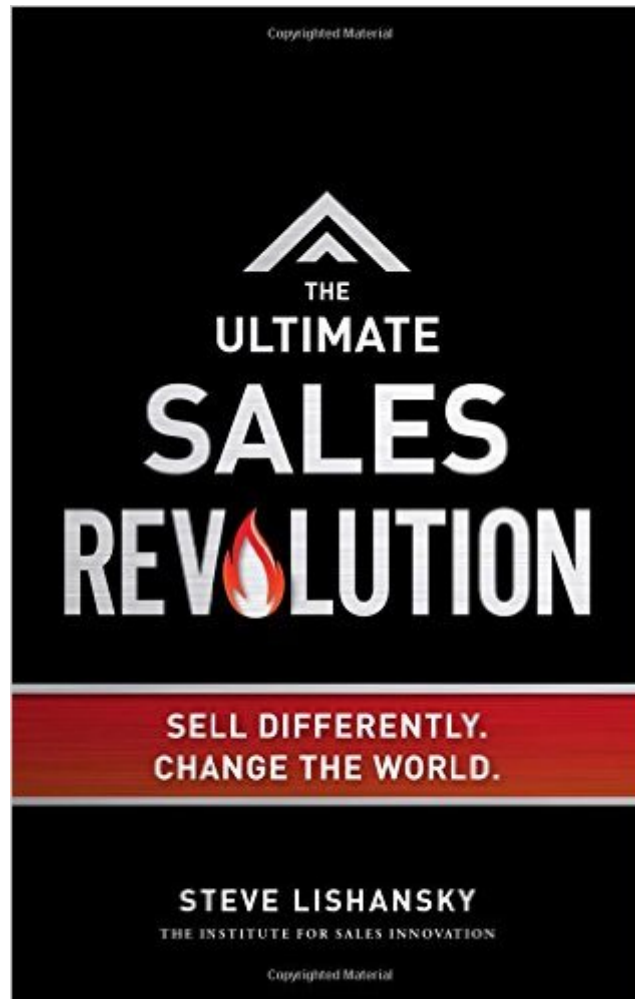


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# The Ultimate Sales Revolution: Sell Differently. Change The World



## Synopsis

ACHIEVE the HIGHEST LEVEL of PROFESSIONAL RELATIONSHIP - BECOMING an INDISPENSABLE PARTNER in YOUR CLIENT'S SUCCESS Â Are you looking for the keys to far more successful sales relationships, and client conversations that don't require manipulation, probing, and closing - yet which produce profoundly more powerful impact and results? Â The Ultimate Sales Revolution clarifies how to reach the highest level of professional relationship - being an Indispensable Partner in your client's success. You attain this exalted level of trust, respect, and differentiation from your competition by ensuring that every client request and activity delivers meaningful results, builds the strongest and most sustainable client relationship, avoids the 3 Sources of Miscommunication, and delivers massive value and impact. Â Each of the principles in this book transforms your ability to win business, get paid for your value (not your time, effort, or activity), and earn the access, recognition, respect, and rewards reserved for the most successful sales people and privileged professional services providers. Inside are the keys that promise to significantly advance your professional enjoyment, impact, and most importantly... your results. Â Here is what top professionals and leaders are saying: Suzi Pomerantz - CEO, Innovative Leadership International; Best Selling Author, Seal the Deal "The Ultimate Sales Revolution is the most important book on business development you will ever read. This is your roadmap for how to get the best possible client relationships - and maximum competitive advantage." Â Linda Stewart - CEO, Innovation Associates "This book will truly revolutionize the way you think about selling. If selling is a part of your business (and it should be for everyone), this is a must read!" Â Barri Rafferty - CEO North America, Ketchum (division of Omnicom) "Steve Lishansky reconstructs what 'sales' should be. His training shifted our agency's focus on sales and transformed it to building relationships, value and trust." Â Jason Pappas - Managing Partner, Antson Capital Partners "As someone who practiced, managed, trained and taught sales most of my career I was blown away when I read Steve's book. Steve has never ceased to amaze me with his ability make the complex understandable and effective. Highly recommended!" Â Louis Noorden - President, The Hire NetWork Inc "I wish this book was written 30 years ago when I first started The Hire NetWork. I shudder to think of the time I could have saved developing executive relationships with Fortune 100 companies."

## Book Information

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## Customer Reviews

Lishansky calls his approach the "Ultimate Sales Revolution." When you parse through the label, his book focuses on interacting with prospective clients by helping them clarify their biggest challenges and goals, and focusing sales efforts on a solution to solve those problems and create those outcomes. Strong relationships are forged as those problems are tackled and the Company and the client "results" are helped in a meaningful way. This approach seems highly applicable to professional services and technology products - probably other sectors too.

Thankfully, I can FINALLY love sales! Steve Lishansky's re-frame of the sales process is a concept heart based entrepreneurs will intuitively understand because it outlines the process we've all be longing for: How to move closer to creating an indispensable partnership with our clients that feels aligned with the core values of clarity and connection without resorting to overused manipulation tactics that feel so foreign and disconnected from our true purpose. The process is easy to understand and the book clearly outlines the value-based partnership model, including a starter on the types of open ended questions necessary to master this new way of relating. The Ultimate Sales Revolution is definitely a book I to which I will be referring and one I'll be recommending often.

The strategies in this book are the rocket fuel to your next level of high value relationship success! Steve Lishansky is a true genius and master of creating successful sales relationships. His program in his book teaches you how to connect at the highest neurological levels of values and what's most important to your clients. This may be one of the most important business books you will ever read, and one you'll refer to frequently until you've mastered the skills. I believe the

strategies in this book will transform the field and thought leadership in sales forever. I've been fortunate to develop high value relationships to build a Global CEO Mastermind and Network with industry leaders, and in raising over five billion dollars for my former investment banking clients. This sits on my desk so I can refer to it often. This program has profoundly impacted how I think about and work with clients. I'm grateful to for these insights, and excited for others to have and use them!.

Fortunately, I made a mistake and bought two books instead of one. I say "fortunately" because now I have one to give away to a cherished client!!! Steve not only provides the WHY of a need for change, but he provides the HOW. What I love best is that his focus is on being the trusted partner of your client organizations because you have their best interest at heart. His focus is truly on how you can be the one who has a bigger picture view of your clients entire organization - the goals and mission - and helps you with how to help them get there. Who won't love you and trust you when you deliver on what you can do to help your client organization soar. Don't just buy one book - buy several and give them away to your clients. They'll thank you for it! And, oh, by the way, put into practice what you'll learn in Steve's book! You'll be so glad you did.

Steve Lishansky provides the perfect demonstration of how, and why, the world of sales really needs a revolution " and he's the best person I know to lead that revolution. This book is a true treasure trove of strategy and information, supported by an undeniable passion and heart for business and building relationships. His approach is not only straightforward and manageable " it's a true recipe for success. His methods are proven and applicable to any level, and market, of sales you find yourself in " from entry level to executive. The Ultimate Sales Revolution is exactly what the world of sales needs today.

If you've had an aversion to selling this is the book that will change everything! Steve shows how selling is building relationships that serve the customer first and foremost. He shows you how natural and easy it is to create powerful and meaningful relationships that result in profound trust and long-term business.

As a consultant I read and recommend a lot of books. This is hands down the best sales book I have ever read. Not only does the author beautifully reframe the entire model for creating sales by really defining Value-Based relationships in a deep way, but the book gives you a step by step

approach to doing that including specific questions to ask. The process spins the entire sales conversation into a facilitative process that offers real value to a customer before they have even purchased your product or service. The beauty of that is you establish your value with each client as what the author calls "being an indispensable partner." This dissipates all of the pressure we usually have to "close a deal" or to get someone to do something. Instead you generate a valuable conversation that allows you to offer something to a client that they actually need. Brilliant.

Inside this powerful book is the key to turning around a flat or unpredictably profitable business. In our work helping CEOs make their companies more profitable so the company can then become saleable, the underlying problem we see and resolve is that few business leaders know how to stand in the shoes of their customers. When you can't uncover their issues and translate them into solutions that works for them, you lose their attention. Steve shows you how to shift your mindset so you and your team can appear to be mind reading ninjas, dazzling prospects with the keys to unlocking their potential. If you're tired of hiring and firing sales people, beating on doors that don't open, and shouldering the stress about your financial future, read this book this weekend. It will save your life, improve your success, and enhance your company's reputation.

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