

What the Customer Wants You to Know



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According to business guru Ram Charan, the process of selling is broken. Demand for competitive pricing is ever on the increase, and customers want more than great products at great prices; they want you to know how their business works, so that you can make it work better. It is time for companies to re-think their selling processes, and that's where Charan's concept of Value Creation Selling (VCS) fits in. It is a new approach that while radical is nonetheless practical and produces stronger customer relationships and long term rewards. VCS will enable you to: gain a deeper knowledge of your customer's business; use this knowledge to improve your customer's margins; show how your product and expertise is a winning combination; and, someday, every company will listen more closely to the customer. In the meantime, this eye opening book will show you how to get ahead of the competition.

作者介绍:

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标签

评论

虽然是英文的，但是很好读，浅显易懂，但是要很好应用是需要功力的。

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书评

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