



Same Game, New Rules

By Bill Caskey

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As the rules of selling change, thinking must change as well. For the sales professional, antiquated thinking will lead to way too much work for way too little money. This book raises the professional seller to a new level of awareness about selling and achievement. It does it by giving the reader new ways to think about the old game of selling.

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Same Game, New Rules By Bill Caskey Bibliography

- Sales Rank: #1678926 in Books
- Brand: Brand: Jack Emden
- Published on: 2001-01
- Released on: 2003-01-16
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .50" w x 6.00" l,
- Binding: Paperback
- 201 pages

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Editorial Review

Review

“...these rules of thought are elegant because they teach you how to attract income rather than...how to sell.”

-- *David Catalano, CEO, Midwest Bankers*

From the Author

Tired of The Same, Worn-Out Sales Training? As President of Caskey Achievement Strategies, I've had the opportunity to coach, train, and speak to over 10,000 Sales Professionals and Executives, and I've personally given over 3,000 workshops. I've seen people come through our programs, learn our method, learn about psychology, learn about human behavior and about themselves, and go to the market place and blow the lid off of their revenue and income numbers. And they would have no trouble eating the big guys for lunch with whom they were competing.

After graduating DePauw University in 1978, I spent a great deal of time watching weak, almost sad sales approaches and tactics being used by what you and I would consider Top Flight companies. I watched these people and their selling approaches-then I would look at the training they were getting and the books that most of corporate America was reading, and it became apparent that as a society, we aren't teaching much value to today's sales force. I didn't like the manipulative approach forced upon me in Selling 101. It just didn't fit. I was tired of the same, worn-out sales training that seemed so pervasive in the market place.

So, for the last 10 years, I've been on a personal mission to write sales development content with not only mass appeal but with integrity. In *Same Game, New Rules*, I've documented a contemporary strategy and philosophy that gives the power to you without sacrificing your dignity in the sales process. You will learn how to think about selling, achieving, negotiating, and communicating. Each of the 23 Insights within the book are pulled from actual workshops with clients and comes with an action plan to help you implement them in your world. My goal for you is to work smarter, not harder... earning more income, not less. And it's not just for sales people. In fact, over 50% of people in business have client contact and do their part to translate corporate value. If you're in front line sales, customer service, or technical support, you will learn by reading this book.

Why You Should Read This Book *Same Game, New Rules* is for anyone in the sales and marketing profession searching for an easier, softer, more effective way to build their income. Each day in the US alone, more than 25 million people are responsible in some way for their company's revenue or client satisfaction. These are the sales people, account developers, attorneys, engineers, managers, accountants, project heads, doctors and thousands of other professionals. Every day these people have conversations with their prospects and clients about their business.

Same Game, New Rules is also for people in one or more of these categories. o Those who have seen the one-day seminars, have bought the books, have listened to the tapes of the greatest speakers in the world - and yet, are still looking for that one philosophy or approach that will fit their style. o People who want their selling method to support their personal strength, yet not compromise their dignity or that of their prospects. o Companies with sales people who are, in a large part, responsible for the success and future of their companies. *Same Game, New Rules* is for those who want to help manage themselves and their sales process by using a systematic and contemporary method. Quite simply, it is for those pioneers who dare to be different. If You're a Sales Professional . . . You are being hit with higher quotas, more responsibilities (more planning, project management, tracking of prospects and clients etc.,) and non-selling activities. That means

when you're in front of your prospect, you have to be extra effective. Marketing departments aren't providing the leads they should, so it's left up to the sales team to generate their own leads. You must be part marketer, part relationship developer, part closer, and part CEO. You have your hands full with customers who want more for less and company people who still don't see the value you bring. You have it extra tough. We'll help.

If You're an Owner . . . You are looking to get paid more for the value that you've created in your business. Yes, you can continue to put systems in place that deliver more value for your clients and customers, but you also must have a system which helps your people translate the value you've already built. If you have 100 units of value but your sales team is only able to translate 70% of that, then you will see selling cycles lengthen, discounting continue, and you will experience a general under-utilization of your sales asset-your sales force. Everything in this book is written with the intent of helping you and your people develop a strategy for translating or communicating your value in a manner that helps you get paid for that value in the marketplace.

About the Author

As President of Caskey Achievement Strategies, I've had the opportunity to coach, train, and speak to over 10,000 Sales Professionals and Executives, and I've personally given over 3,000 workshops. I've seen people come through our programs, learn our method, learn about psychology, learn about human behavior and about themselves, and go to the market place and blow the lid off of their revenue and income numbers. And they would have no trouble eating the big guys for lunch with whom they were competing. After graduating DePauw University in 1978, I spent a great deal of time watching weak, almost sad sales approaches and tactics being used by what you and I would consider Top Flight companies. I watched these people and their selling approaches—then I would look at the training they were getting and the books that most of corporate America was reading, and it became apparent that as a society, we aren't teaching much value to today's sales force. I didn't like the manipulative approach forced upon me in Selling 101. It just didn't fit. I was tired of the same, worn-out sales training that seemed so pervasive in the market place. So, for the last 10 years, I've been on a personal mission to write sales development content with not only mass appeal but with integrity.

Users Review

From reader reviews:

Lewis Wood:

As people who live in the modest era should be revise about what going on or data even knowledge to make these individuals keep up with the era that is always change and make progress. Some of you maybe can update themselves by studying books. It is a good choice to suit your needs but the problems coming to you is you don't know what kind you should start with. This Same Game, New Rules is our recommendation to help you keep up with the world. Why, as this book serves what you want and need in this era.

Jessica Peacock:

Do you certainly one of people who can't read pleasurable if the sentence chained inside the straightway, hold on guys this specific aren't like that. This Same Game, New Rules book is readable by means of you who hate those perfect word style. You will find the details here are arrange for enjoyable examining experience without leaving actually decrease the knowledge that want to deliver to you. The writer involving Same Game, New Rules content conveys objective easily to understand by most people. The printed and e-

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Dawn Nelson:

What is your hobby? Have you heard in which question when you got college students? We believe that that question was given by teacher to their students. Many kinds of hobby, Everyone has different hobby. So you know that little person like reading or as reading become their hobby. You need to know that reading is very important as well as book as to be the matter. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You see good news or update with regards to something by book. A substantial number of sorts of books that can you go onto be your object. One of them is Same Game, New Rules.

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