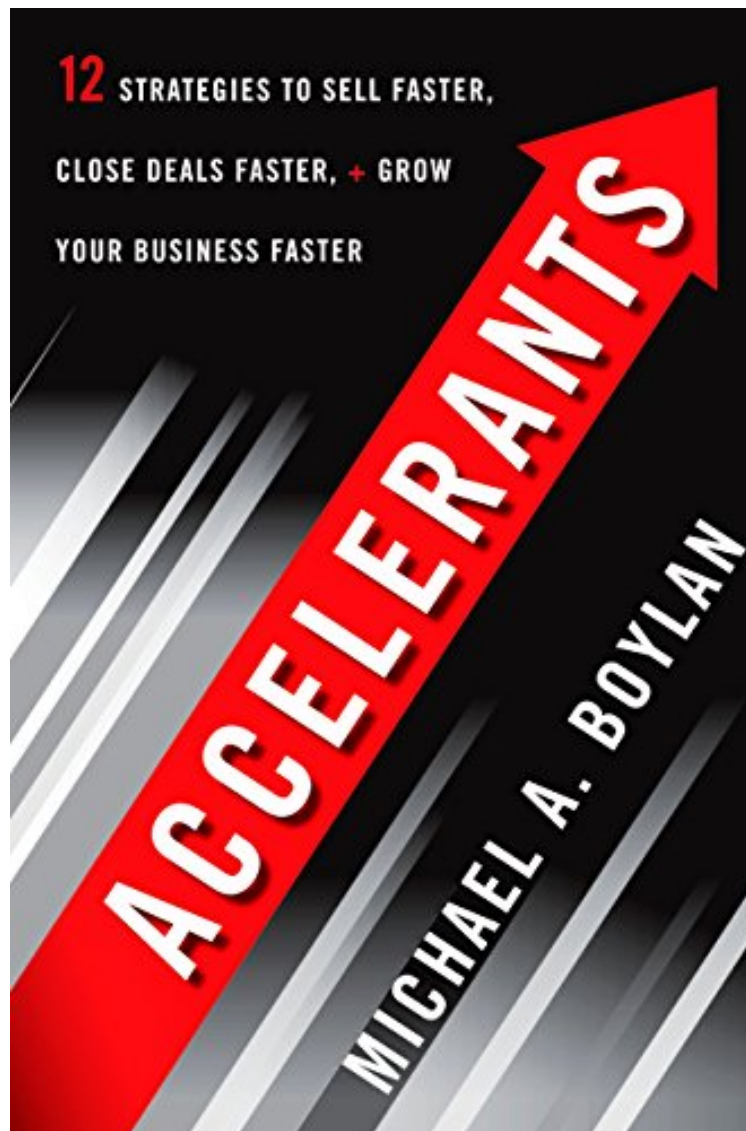


[Download] Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster

## Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster

*Michael A. Boylan*

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**Michael A. Boylan : Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster:

1 of 1 people found the following review helpful. Insightful ideas in the pressure cooker of needing to do more in less time By Thomas A. May Mr. Boylan insights about how to close sales faster are astounding. He shows you how to

create deeper stronger relationships with the senior executives in your prospects that takes you down a straight forward path insuring they clearly understand your companies' key deliverables. His approach turns upside down some of the old tried and true principles of sales 101. This book really digs into the psychology of the sale and shows you simple tools to win bigger deals faster in a style of respect and integrity. Accelerants provides a clear step by step analysis of how to sharpen your sales and marketing effectiveness in an increasingly competitive landscape. I found a number of things I could do to help understand my prospects better and close some opportunities that were "stuck" before I finished the book. The principles are simple common sense that have eluded many of us in our traditional PSS tools that try's to get customers to tell us where they have pain. His step by step approach of understanding the basic buying needs and personalities of prospects is so logical they will clearly compress the sales cycle. How could some of these ideas and solid strategies eluded us for so long before being put in print? 3 of 3 people found the following review helpful. Consistent Actionable Processes to Grow Revenue By Roger Bauer This book builds upon "The Power to Get In" very nicely and summarizes that book in Accelerant #5 (Access the Castle). If you had to pick one book or the other, go with this one as this chapter alone is worth the price of both books. There are a ton of sales books on the market today, but a limited number really outline an actionable system to produce consistently at a high level. I strongly recommend this book to anyone thinking of getting involved or already involved with selling products, services, or ideas to other businesses. Executives would benefit themselves by reading it too as there is a lot to be learned about why your sales organization doesn't consistently grow revenues or meet their targets on a regular basis. In the investment arena, the information and processes contained in Accelerants could be the difference in meeting (or exceeding) analysts' and customer expectations. 3 of 3 people found the following review helpful. Highly recommended if you are in Sales or trying to grow your business!!! By Trog I had the opportunity to attend a small group setting with the author - all I can say is "WOW!" His summary of only two points from his 12 possible processes was impressive - if you get the chance to interact or with Michael Boylan you will not be disappointed! I will definitely purchase his other two books based upon reading this one and his in-person presentation - This book is not recommended for corporate culture types - you will be scared away - frankly the rest will appreciate the business you leave behind! :-)

Many sales processes don't work anymore. But companies don't know exactly what's not working, or why, or what needs fixing. What's worse, many companies are in denial that their processes are broken and will not support what they need to do going forward. Today it's tougher than ever for sales, marketing, and business development organizations to keep improving their revenue and profits. Potential clients want to see salespeople less and less, real decision makers hide behind skilled gatekeepers, and even when you actually reach them, they have impossibly short attention spans. Sales and closing cycles get longer, margins get thinner, and customers keep raising the bar - demanding more value, cheaper prices, and better service. Michael Boylan's Accelerants offers a powerful solution to these impediments to growth. Giving business leaders the tools to diagnose what is hindering revenue growth, Boylan first identifies twelve constraints that apply consistent downward pressure on companies, making them less efficient, effective, and profitable. He then prescribes the Accelerant Principles - twelve field-proven tools Boylan has perfected over twenty years that can help any organization overcome, minimize, or dissolve the constraints to business growth. Together, the Accelerant principles offer a cohesive framework that can help any business: target new revenue opportunities more effectively connect with the real decision makers faster craft more persuasive value propositions deliver better pitches, in less time weed out prospects who are "just kicking the tires" shorten closing cycles by up to 25 percent. I read how a magazine start-up used the Accelerant Principles to create such a compelling value proposition that advertisers were competing with each other to participate. And how a large multinational technology firm employed these techniques to meet with top executives from day one and close unprecedented deals faster than they thought possible. With ideas that are relevant, timely, and applicable, Accelerants provides a program that will foster empowerment, cohesion, and clarity of purpose within any sales, marketing, or business development organization.

From Publishers Weekly At its core, Boylan's message is simple: sales pitches often fail because they're too long, don't contain enough solid information and aren't targeted to the right people. He spins that out into a fancy chart identifying 12 constraints on any sales pitch and the 12 tools he's developed to overcome them, each of which he addresses in detail. After showing readers how to suss out prospective clients' attitudes about their products and their competitors, he delivers the crucial (though inelegantly phrased) advice to "metric the message" - that is, to "grind down the messages and value propositions" into a concise, specific promise about what you can deliver. In presentations, less is more, argues Boylan (The Power to Get In). He recommends cutting your pitch down to a third of its usual length, front-loading it with the most essential information and getting into details only if the customer wants to hear more. On its own, Boylan's advice is useful, but he turns the closing sections into a blatant commercial pitch, urging readers to get fuller training in the Accelerant program through his consulting firm. For most readers, the introduction should

provide all the help they need. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Management consultant Boylan delivers a dozen business sales tactics with brevity, confidence and precision. Boylan's strategic guide is a tool for organizations looking to target new business opportunities, compress the sales process and closing cycle, access real decision-makers, assess the likelihood of a close early in the courting process and foster a sense of organizational purpose. He identifies 12 common constraints that may be holding your business back and 12 accelerants to dissolve the constraints. The constraints pivot around client or prospect misperceptions about your business and offerings; a lack of cohesive vision by your team; ignorance about a client's needs, organization and decision-making process; and an inability to concisely state your case and the financial benefits you bring. His accelerants focus on a clear message and succinct presentation. Throughout, Boylan hones in on implementation, for his is a message of directness and articulation: no dog-and-pony shows, no tired opening gambits, no PowerPoint boilerplate. Fresh and incisive. -- Kirkus sAbout the AuthorMichael A. Boylan is founder and CEO of the management consulting firm Accelerant International, which works with Fortune 1000 clients such as ADP, Microsoft's Certified Solution Providers, Cap Gemini Ernst Young, PLATO Learning, and Research in Motion (maker of BlackBerry). An entrepreneur since 1986, he lectures widely for corporations and is the author of a previous book entitled The Power to Get In.