

Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges

By Tim Sanders

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Sales genius is a team sport.

As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line.

"Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment.

Dealstorming drives sales innovation by combining the wisdom and creativity of *everyone* who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with.

Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Condé Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from *non-sales* areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done.

The book includes real world examples from major companies like Oracle and Skillsoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading

dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell.

The strategies laid out in *Dealstorming* have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you.

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Editorial Review

Review
“Tim Sanders has created a way to combine the art of the deal with the science of a deal. And when art meets science it creates a storm. Not a rainstorm, a dealstorm. This book will change pennies from heaven to dollars from heaven. “
—Jeffrey Gitomer, author of *The Little Red Book of Selling*

"Tim Sanders’ insightful *Dealstorming* lays out seven steps that will transform how you do sales. By bringing in co-workers as collaborators, you'll expand your knowledge base, multiply your skills, and turn your team into top-notch deal-makers your competitors will envy."
—Daniel H. Pink, author of *To Sell Is Human* and *Drive*

“Dealstorming is a high energy book about the way people collaborate in business today. Whether you are in sales, operations, management, or executive leadership, Tim Sanders will show you how combining diverse perspectives leads to extraordinary innovation and success. Packed with ideas, stories, and strategies, this is a book you can’t afford not to read!”
—Ken Blanchard, coauthor of *The New One Minute Manager*® and *Collaboration Begins with You*

"The skill that sets the best managers apart from their peers is their ability to innovate at the deal level—to work with their sales reps to 'unstick' deals and move them forward. *Dealstorming* provides a proven and actionable playbook for sales leaders to engage in this very activity with their teams. This book is an invaluable resource."
—Matthew Dixon, co-author of *The Challenger Sale* and *The Challenger Customer*

“We have all heard the saying that it takes a village to raise a child. *Dealstorming* makes the case that it takes a village to sell big deals, too. This book will help you figure out how to win as a team—because enterprise deals are too important for sellers to act like Lone Rangers.”
—Mike Bosworth, author of Solution Selling and co-author of *What Great Salespeople Do.*

“Stalled deals are the bane of sales organizations. *Dealstorming* gives you an unbeatable blueprint for breaking though and getting your biggest opportunities closed.”
—Jeb Blount, author of *Fanatical Prospecting* and *People Buy You*

“*Dealstorming* shows you how to create new opportunities out of thin air, resurrect lost clients and close hugely profitable deals.”
—Jill Konrath, author of *SNAP Selling* and *Agile Selling*

“Innovation in sales is about rapid problem solving through the culmination of ideas and the combination of minds. It’s not about one ‘aha moment.’ Tim Sanders illustrates how we can partner to build powerful ideas that differentiate us in front of the customer. A must-read for sales innovators who want to win.”
—Mark Donnolo, author of *The Innovative Sale* and Managing Partner of SalesGlobe

“The way prospects buy is drastically different today than it was ten years ago—but many sales rep are still using the same old playbook. You won’t succeed without understanding the new world and what it takes to win in it, including bringing down traditional silos between sales, marketing, and other departments."

—Brian Halligan, CEO and founder of HubSpot and author of *Inbound Marketing*

About the Author

Tim Sanders is the former Yahoo! Chief Solutions Officer and the author of four books, including the *New York Times* bestseller *Love Is the Killer App*. He is a co-founder of the research consultancy Deeper Media, Inc. and a top-rated speaker, lecturing widely at sales rallies, company kickoffs, and conventions.

Users Review

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Beverly Sands:

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Valerie Little:

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Diane Morgan:

In this particular era which is the greater man or who has ability in doing something more are more special than other. Do you want to become one of it? It is just simple approach to have that. What you have to do is just spending your time very little but quite enough to get a look at some books. On the list of books in the top collection in your reading list is usually Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges. This book that is qualified as The Hungry Slopes can get you closer in turning out to be precious person. By looking right up and review this reserve you can get many advantages.

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