



# Achieve Sales Excellence: The 7 Customer Rules for Becoming the New Sales Professional

*Howard Stevens, Theodore Kinni*

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Achieve Sales Excellence examines the new paradigm of business-to-business sales, and outlines the seven practices sales professionals and organisations must embrace to have a world class sales force. Based on exhaustive research, Achieve Sales Excellence is the result of a ten-year study by The HR Chally Group, several Fortune 500 companies and The International Benchmarking Clearing house which asked business customers, the key constituent group of professional sales people, to define the qualities of world class sales organisations. Their ratings were confirmed and bolstered by over 70,000 individual interviews and correlated against HR Chally's proprietary database of 300,000 sales professional profiles, the largest in the world. Achieve Sales Excellence pinpoints the three needs of customers, which are the driving forces in the new environment, the seller's responses to this new marketplace and 7 best practice benchmarks of world class sales organisations and salespeople.

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