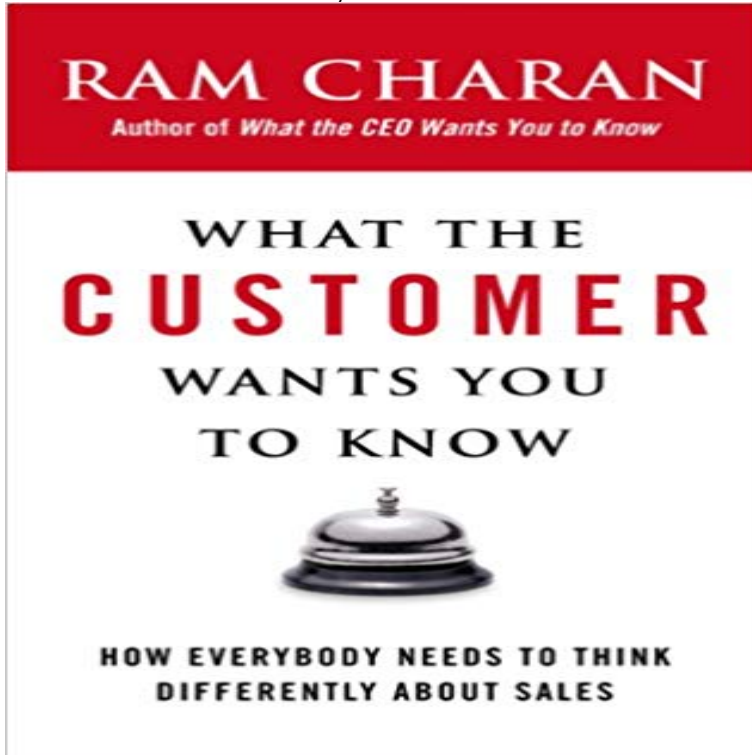


# What the Customer Wants You to Know: How Everybody Needs to Think Differently About Sales



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 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 margins Show how your product and expertise is a winning combination 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.

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