

Contents

<i>Foreword</i>	Neil Rackham, Author of <i>SPIN Selling</i>	vii
<i>Acknowledgments</i>		xi
I Building Your New Growth Engine		
	Is Selling Dead?	3
1	Customer Abundance	13
2	Yesterday's Most Complete Buyer Psychology Model	56
3	Diverging from Tradition: Understanding How Organizations Buy Your High-Risk Innovations	77
4	From Entry to Closure: Models and Frameworks for Creating and Managing New Selling Opportunities	112

II Igniting Your Growth Engine

5	FOCAS: The Language of a Businessperson Who Sells	135
6	Bridging the Divide	161
7	Navigating the Final Stages to a Consensus “Yes”	195
8	The REAP Strategy for Harvesting Active Needs	218

III Sustaining Your Growth Engine

9	For Chief Growth Officers Only: Tying Your Framework Together	263
----------	---	-----

	<i>Epilogue</i> <i>Selecting Talent to Execute Your Large Sale Framework</i> Lisa Banach, Director of Assessment Services, Sogistics	281
--	---	-----

	<i>Resources</i>	297
--	------------------	-----

	<i>Index</i>	299
--	--------------	-----