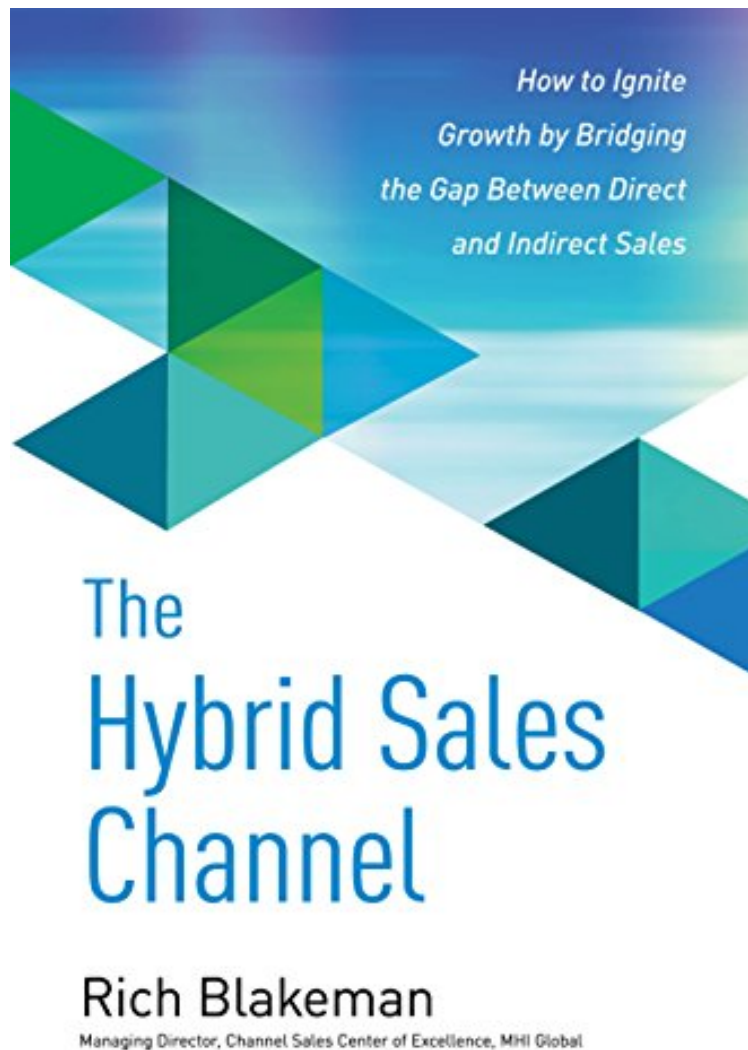


[Mobile ebook] The Hybrid Sales Channel: How to Ignite Growth by Bridging the Gap Between Direct and Indirect Sales (Business Books)

## The Hybrid Sales Channel: How to Ignite Growth by Bridging the Gap Between Direct and Indirect Sales (Business Books)

*Rich Blakeman*

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**Rich Blakeman : The Hybrid Sales Channel: How to Ignite Growth by Bridging the Gap Between Direct and Indirect Sales (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hybrid Sales Channel: How to Ignite Growth by Bridging the Gap Between Direct and Indirect Sales (Business Books):

3 of 3 people found the following review helpful. How to Get the Most out of Direct and Indirect Sales ChannelsBy

Rex MillerHybrid Sales answers some tough questions about how to get the most out of direct and indirect sales channels. There is always a conflict of overlap or the fear that customers do not get the right kind of support and attention through the indirect channels. Mr. Blakeman brings decades of experience, several case studies and then provides the common success principles and applications to either tune or transform your sales strategy. I've given this book to several clients!

Customers are changing the way they buy. Why aren't you changing the way you sell? Today's customers have more buying options than ever before. They don't care if it's direct or indirect. They don't mind if it's not your preferred sales model. And they don't like it when you try to tell them how to buy from you. If you want your customers to keep buying—and your company to keep growing—you need to rethink and retool the way you're selling. You need to go *ldquo;hybrid.rdquo;* The Hybrid Sales Channel shows you how to integrate, invigorate, and maximize the direct and indirect sales channels you already have—so you'll be able to: **SELL MORE**. Grow your sales organically and exponentially faster. **SELL MORE EFFICIENTLY**. Align the right resources from all sales channels to the right selling opportunities. **SELL IN THE WAYS THAT CUSTOMERS WANT TO BUY**. Focus on how your customer buys, not on how you want to sell. Developed by the sales performance leaders at MHI Global, this test-driven, customer-based approach to selling will revolutionize your sales channels, reenergize your sales teams, and reignite your sales growth—efficiently, holistically, and rapidly. This is the future of direct and indirect sales, a newly organized, easily implemented sales model inspired by a changing market and empowered customer base. With The Hybrid Sales Channel, you'll have the best of all worlds—and get the best of all results. If you're like most companies, you probably think your direct and indirect sales channels are more than sufficient for handling customers' needs—and you don't need to spend time or money developing a *ldquo;hybridrdquo;* version of what you already have. But the truth is: a higher and higher percentage of customers are buying through partners and less through direct channels. You need to adapt to the market—and you need to do it now—using The Hybrid Sales Channel. This step-by-step guide shows you how to put it all together—quickly, easily, and affordably. Learn how to: Merge two methodologies to ignite new growth Drive more sales, better sales, and faster sales Speak to your core customer using The MHI Global Sales System (TM) Remove competition and confusion between routes to market Prepare for territory level execution and larger market coverage Improve company alignment—and make extraordinary things happen However you decide to sell your products or services, the customer will ultimately decide how they want to buy them. The Hybrid Sales Channel gives you the tools you need to adapt to changing customer habits in the fastest, most efficient way possible. You'll find sales-targeted tips for choosing the right coverage for the right opportunity, money-saving strategies to avoid duplicate work, and cross-checking techniques to keep direct and indirect sales running smoothly. You'll also discover fascinating real-world examples of hybrid sales in action, and learn the best practices of the biggest sellers across the globe. Rich Blakeman is Managing Director of the Channel Sales Center of Excellence for MHI Global. For the past thirty-five years, he has led sales and marketing for vendor and partner firms of industry leaders like Oracle, Microsoft, Siemens, Lotus, and IBM. MHI Global is the leading worldwide company devoted to improving sales performance and customer management excellence through the combined expertise and experience of 5 powerhouse brands: Channel Enablers, Miller Heiman, AchieveGlobal, Huthwaite, and Impact Learning Systems.

From the Back Cover"\"The Hybrid Sales Channel takes us on a trip to a promising land of rich possibilities. The book is part Broadway play, part sales strategy playbook, and part time-tested sales bible that offers many profitable 'aha' moments that will lead sales executives to explore the many benefits of a hybrid sales channel strategy. The good news is that MHI is the leader in this growing field and Rich is their top thought leader on the subject. Rich is not only a superb storyteller, but he also makes a very convincing case for embracing the new model that can help you create far more customers.\" Gerhard Gschwandtner, Publisher, Selling Power\"ldquo;Nothing in business starts until somebody sells something. Focusing on igniting sales should be the challenge of the day every day--a challenge shared by every member of a customer-focused company that wants to be world-class. Rich has spent the time to listen, to learn, and to lead change. He has the knowledge and the heart to make you outrageously successful.rdquo;David Richard, VP of Global Services, North America (retired), IBM Corporation\"ldquo;Most organizations claim to be 'customer centric,' but in reality they are merely paying lip service to the philosophy. Customer 3.0 has arrived and any company who does not place them at the center of their universe will allow the competition to thrive. . . . .\"ldquo;Rich Blakeman doesn't just discuss how critical it is to have round pegs in round holes; he also provides a superb comprehensive route map. The very best sales professionals are now specialists--the days of the 'generalist' are numbered and soon they will be consigned to the annals of history. This is a must-read for anyone who wishes to not only survive but who has a desire to thrive.rdquo;Jonathan Farrington, CEO, Top Sales World\"ldquo;The Hybrid Sales Channel is crisp and on target regarding the misstep of working to maximize both direct and indirect sales channels separately, versus in concert. While change will be met with fear and resistance, Blakeman outlines paths that can help in a 'back of a napkin' approach while at the same time providing the roadmap and tools to take it to

execution and results." Robert M. Peterson, Ph.D., White Lodging Professor of Sales, Northern Illinois University "The Hybrid Sales Channel articulates precisely and concisely what a so-called Hybrid Sales Channel is and further gives a detailed how-to to effectively thrive and successfully sell through this somewhat mysterious channel. This book is highly recommended reading for both the neophyte to the hybrid sales channel, and to those like I who want to just reduce their ignoramus quotient." Robert B. Miller, Founder, Miller Heiman, Inc. "The Hybrid Sales Channel is a conversation starter for organizations interested in aligning sales paradigms with how customers buy and creating a shared vision for organic growth. Through a mix of storytelling, actionable concepts, and thoughtful illumination of all sides of the vendor-partner-customer dynamic, Rich quickly and succinctly lays out a roadmap for success. This isn't your ordinary journey. Be prepared to walk away eager to solve some very interesting sales challenges and untangle relationships between direct and channel sales to foster organic, long-term growth." Heather K. Margolis, Founder and President, Channel Maven Consulting "In his book Rich tackles today's big routes to market question: What is and how do you manage a hybrid sales channel? This book is a must for both traditional channel and direct sales leaders offering real-life insights and practical advice on how to minimize conflict. Importantly Rich reminds us that the key question should be not which route or routes to market are best for you, but which will most effectively serve the needs of your customers and prospective customers." Rod Baptie, President, Baptie Company Ltd. "Plain and simple, sales leaders succeed by producing organic revenue growth. This is a versatile and highly sensible guide to driving organic revenue growth by fully utilizing the talent, relationships, product, and overall strength of both internal sales professionals and channel partners. Rich tells a story and illustrates a playbook for getting the most out of direct and indirect channels by closing the gaps between them and in turn, maximizing organic growth. I will put these practices in place immediately in my own sales organization. Thanks, Rich!" Lane Brannan, SVP Global Sales, Four Winds Interactive "In The Hybrid Sales Channel, Rich Blakeman has laid out a very thoughtful and succinct approach to maximizing growth. With such fundamental tenants as keeping the customer at the center of what you do, understanding the customer will buy the way they want to buy and not the way you want to sell, realizing nobody "owns" the customer, and connecting with the customer by aligning your sales process to their buying process, Rich has done a brilliant job of leveraging all sales channels through a singular, customer centric, approach. A must-read for all people looking to optimize their distribution channels." Bob Picinich, SVP of Sales Effectiveness (retired), Global U.S.-based insurance firm "About the Author Rich Blakeman has been in a sales leadership role at Miller Heiman since 2006, following 30+ years in sales and marketing leadership in global vendor and partner firms. He is now Managing Director, taking global responsibility for the MHI Global Channel Sales Center of Excellence. MHI Global is the leading worldwide company devoted to improving sales performance and customer management excellence through the combined expertise and experience of 5 powerhouse brands: Channel Enablers, Miller Heiman, AchieveGlobal, Huthwaite, and Impact Learning Systems.