

In today's sales world, there's no room for followers. But there's plenty of room for leaders. Competition is intense, and if you don't take a leadership role in producing results for your clients, someone else will. In "Lead, Sell, or Get Out of the Way," Ron Karr outlines a repeatable process based on the powerful idea that great sellers lead relationships in the same way that great leaders sell ideas.

No matter what you sell, you must communicate persuasively and effectively what it is you can offer clients.

However, sales leaders do even more than that. They raise the bar by finding new opportunities and creating new levels of performance for their customers. They don't just sell products or services; they sell outcomes that transform a customer's world, and they assume personal responsibility for those outcomes.

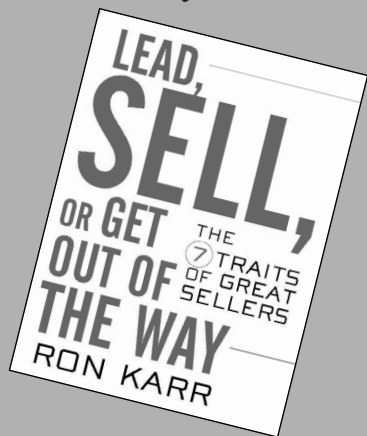
This customer-focused mindset is the key to Karr's proven leadership selling process. Based on decades of research with companies of all sizes, Karr reveals what great sellers do and shows how anyone can implement the same powerful principles.

"Karr's book illustrates what we believe: that knowing your customers' needs is the single most important factor in building sales. Business starts with the sale. To make profitable sales, you need to understand your customer and create a timely value proposition. This book shows you how to do both."

— Larry Kellner, Chairman and CEO,  
Continental Airlines

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