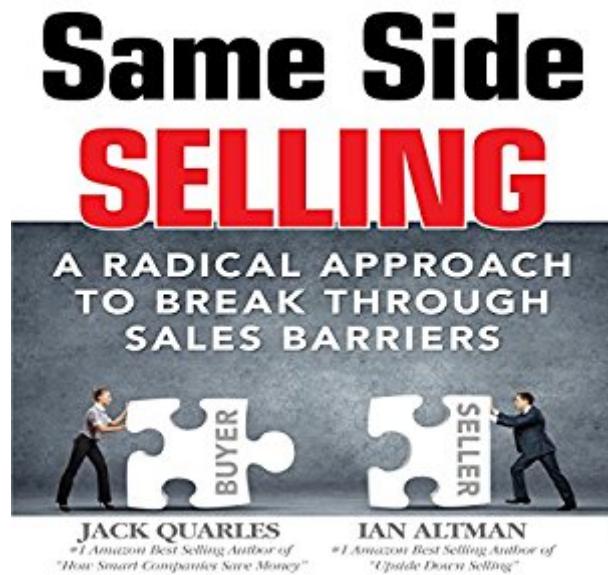


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# Same Side Selling: A Radical Approach To Break Through Sales Barriers



## **Synopsis**

Are you tired of playing games with your customers? The most widely used metaphors in sales are those related to sports, battle, or games. The challenge with this mind-set is it requires that one person wins and the other loses. Instead of falling victim to a win-lose approach, what if you shared a common goal with your potential client? How might things change if the client felt that you were more committed to their success than making the sale? Does it sometimes seem like you and your client are working against each other? Same Side Selling gives practical steps to break through sales barriers and turn confrontation into cooperation. Sellers who implement the Same Side Selling approach will be seen as valuable resources, not predatory peddlers. A different type of book on selling What makes Same Side Selling different from any other book on this topic is that it is coauthored by people on both sides : a salesman (Ian) and a procurement veteran who understands how companies buy (Jack). The buyer's perspective is baked into every sentence of the book along with the seller's point of view. Our aim is to replace the adversarial trap with a cooperative, collaborative mind-set. We also want to replace the old metaphor of selling as a game. The new metaphor: Selling is a puzzle Same Side Selling is the idea of solving a puzzle instead of playing a game. Discover how to sell with integrity from the same side of the table for better results all around.

## **Book Information**

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## **Customer Reviews**

I read Altman's first book, Upside Down Selling, and honestly feel he's one of the hidden stars of the sales industry. The guy is phenomenal in his approaches, and having seen him speak, all I can say

is that he is as good as it gets. Combine that with Jack Quarles' view from the "other side," and you've got a set of teachings that, if applied, could make a significant difference on anyone's bottom line, no matter the size of their organization. Highly Recommended!

I worked at Zappos.com for years so I've come to have great respect for vendors and sellers who take a service based approach. I've seen Ian lead events about sales and he really knows his stuff as you'll undoubtedly see. But here's my real test for experts - Do they mix great knowledge with a sense of humor and fun? I've found that people who take themselves too seriously somehow miss the bigger picture. But the people who can have fun with their own work and their own audience are the people I trust and recommend. I've seen how Ian treats his friends, clients, and audiences and that's the true test for any leader or author I'm going to recommend.

I've been a self-employed entrepreneur selling corporate consulting services for almost 14 years. Most sales books are a waste of time. However, Same Side Selling is a refreshing exception to the rule. The innovative tactics discussed in this book are both creative and very practical. I'm impressed. If you sell B2B, then this is a must-read.

Altman and Quarles team up to present a clear approach towards a "win-win" structure in sales and purchasing. Altman brings years of experience in effective sales consulting. Quarles brings similar expertise to purchasing consulting. The most interesting part is both focus on the same end point of finding meaningful paths to shared added value to avoid the log-jam of adversarial customer negotiations. Beyond the important basic philosophical shift, Same Side Selling offers a cogent series of recommendations for exactly how to align the conversation towards a win-win approach, how to nurture that relationship and how to make the proper initial decisions to avoid wasting time on customers or vendors who cannot or will not adapt to this far more valuable approach. Highly recommended and useful book!

Ian and Jack present a logical, practical and sensible approach to engaging customers. Same Side Selling provides solutions you can easily begin using in your daily business life. It is a logical consulting approach to buying and selling methods keeping you on the same side of the table as your customers while educating them in the process.

I love how this book changed my perspective. It helped me see how to solve problems together

(with your prospect) with the book's concept of "Finding Impact Together." And they're not just throwing platitudes at you. They help you think deeply about your buyer's point of view and then apply it. The questioning techniques to "Get to The Truth" are especially useful. They get really practical and give you examples of the Strong Answers, Weak Answers, and Adversarial Answers you might get from your prospect. And my favorite part is how they give you the subtext of the typical answers so that you can hear what your buyers are not saying aloud.

The concepts shared in Same Side Selling address the common struggles between 'sales vs delivery' and 'sellers vs buyers'. I found the approach, in which selling is more of a puzzle--where we are solving and creating something--to be refreshing and powerful. Altman and Quarles show you how to take into consideration the relationship so that everyone feels good about being on the same side of the equation--sharing equally in their investment and in the ultimate outcome. ~ Kathy Albarado, CEO of Helios HR

It's no secret that relationships with clients are more profitable than "selling a bill of goods." Altman and Quarles have done an astounding job of changing the mentality of sales from a game (where there is a winner and a loser) to a puzzle (where the correct fit is found and people are on the same side of the table). A must read for anyone in business, not just sales!

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