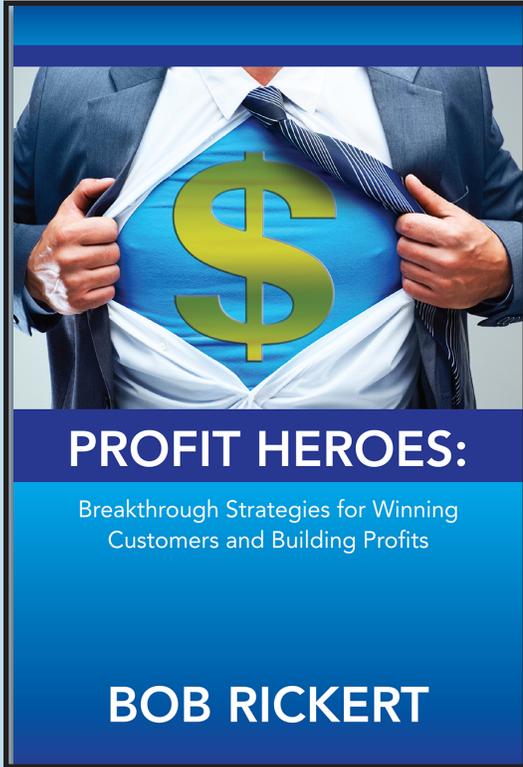


PROFIT HEROES:

Breakthrough Strategies for Winning Customers and Building Profits

Bob Rickert



About the Book

Profit Heroes addresses a new “call to arms” that is transforming selling. To thrive in the future, salespeople must understand how customers are changing and what it will take to win. It is no longer about your company against mine, or your products and services against mine, or your know-how against mine. It is now all about profitability and the ability to identify it, quantify it, sell it and deliver it. To win you must be viewed by customers as more than “a vendor.” You must now become “an earnings contributor”.

The book offers a unique inside and emotional view of two competing salespeople who faced off in the pursuit of a big opportunity. Both represent great companies. Both are highly talented and successful. One wins and one loses. There is a classic competition you see every day in American business, and is what makes selling the most exciting profession in the world. The book unveils the strategies and approaches that the winner and all Profit Heroes use to achieve success.

About the Author

Bob Rickert, CEO of PCS Strategies, has counseled some of the top enterprises on how to dramatically accelerate profit-centered selling, helping executives transform their businesses from product and price driven organizations, to market leaders focused on delivering hard-dollar profit impact for their customers. His clients have realized sustainable profit growth by better aligning their core sales and financial competencies, marketing messages and go-to-market strategies through the ever changing market complexities. He brings a unique vantage point from working with CEO's on strategy, CFO's on deploying financial disciplines, HR Directors on corporate culture and Sales Leadership in going to market in a differentiated way. His clients include industry leaders in manufacturing, healthcare, logistics, banking, energy and industrial distribution. He is also a contributing author to two books on sales force development and has published numerous articles and white papers. He lives in Chicago.



authorHOUSE™

AuthorHouse - December 31, 2013 - 244 pages

Suggested Retail Price:

\$19.95 - Paperback

\$28.99 - Hardcover

\$3.99 - eBook

You can order

Profit Heroes

directly from the publisher at www.authorhouse.com.

Typical Ordering Time: 7-10 Business Days

This book is also available at your local resellers.

© 2014 Authorhouse