

The Grid[®] for Sales Excellence

BENCHMARKS FOR EFFECTIVE SALESMANSHIP

ROBERT R. BLAKE
JANE SRYGLEY MOUTON

Scientific Methods, Inc., Austin, Texas

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PREFACE v

ONE / THE SALES GRID

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What is the Sales Grid?, concern for making a sale, concern for customers; pure Grid strategies, how assumptions guide behavior, significance of Grid positions; Customer Grid; another degree of complexity; when salesman meets customer.

TWO / SEE YOURSELF IN THE SALES GRID MIRROR

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Grid elements; your Grid style.

THREE / DIMENSIONS IN A SELLING RELATIONSHIP

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What are you selling?; knowledge of your product; knowledge of your customer; knowledge of your competitors; participation and involvement; from opening to closing, getting with a prospect, the sales interview, working through objections, closing; established accounts, maintaining accounts, complaints, rush business and special requests; integrity: creating valid expectations; self-management, managing your time,

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