



Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, and Your Customers

Jeff Cox, Howard Stevens

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Selling the Wheel is a fascinating story about sales and marketing written in the form of an ancient parable: *Once upon a time, long ago, a resourceful fellow named Max came up with a brilliant idea and invented the Wheel. But human beings, who had been getting along without the Wheel for thousands of years, did not instantly appreciate their need for this clever invention....*

This is the challenge facing Max, as dramatized by Jeff Cox, coauthor of the bestselling business novels *Zapp!* and *The Goal*, *Selling the Wheel* is based on the pioneering research of Howard Stevens's employment-testing and customer-research firm, the H. R. Chally Group. In the story, Max and his wife, Minnie, learn what it takes to market the Wheel. With the help of Ozzie the Oracle, they discover four essential selling styles -- Closer, Wizard, Relationship Builder, and Captain & Crew -- and come to understand how each style is suited to a different type of salesperson. They learn that as markets evolve, selling styles and strategies must change. There is no single right way -- and no company can be all things to all people. This critical lesson is as valuable to salespeople as it is to sales managers.

Writer Jeff Cox has the amazing gift for translating technical ideas into creative, engaging stories, and his collaboration with sales and marketing expert Howard Stevens is based on empirical research collected from 250,000 salespeople, more than 1,500 people in corporate sales, and interviews with more than 100,000 actual customers who rated the strengths and weaknesses of the salespeople serving them.

Packed with practical tips for salespeople, entrepreneurs, marketing managers, and business students, *Selling the Wheel* is an irresistible guide to sales styles, strategies, and markets.

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Edward Payne:

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John Hawkins:

In this age globalization it is important to someone to acquire information. The information will make anyone to understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of recommendations to get information example: internet, newspapers, book, and soon. You will observe that now, a lot of publisher that print many kinds of book. Often the book that recommended for your requirements is Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, and Your Customers this guide consist a lot of the information from the condition of this world now. That book was represented how do the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Typically the writer made some exploration when he makes this book. That is why this book suited all of you.

Luther Keller:

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