



Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges

By Tim Sanders

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Sales genius is a team sport.

As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line.

"Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment.

Dealstorming drives sales innovation by combining the wisdom and creativity of *everyone* who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with.

Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Condé Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from *non-sales* areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done.

The book includes real world examples from major companies like Oracle and Skillsoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading

dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell.

The strategies laid out in *Dealstorming* have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you.



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Editorial Review

Review

"Tim Sanders has created a way to combine the art of the deal with the science of a deal. And when art meets science it creates a storm. Not a rainstorm, a dealstorm. This book will change pennies from heaven to dollars from heaven. "

—Jeffrey Gitomer, author of *The Little Red Book of Selling*

"Tim Sanders' insightful *Dealstorming* lays out seven steps that will transform how you do sales. By bringing in co-workers as collaborators, you'll expand your knowledge base, multiply your skills, and turn your team into top-notch deal-makers your competitors will envy."

—Daniel H. Pink, author of *To Sell Is Human* and *Drive*

"*Dealstorming* is a high energy book about the way people collaborate in business today. Whether you are in sales, operations, management, or executive leadership, Tim Sanders will show you how combining diverse perspectives leads to extraordinary innovation and success. Packed with ideas, stories, and strategies, this is a book you can't afford not to read!"

—Ken Blanchard, coauthor of *The New One Minute Manager®* and *Collaboration Begins with You*

"The skill that sets the best managers apart from their peers is their ability to innovate at the deal level—to work with their sales reps to 'unstick' deals and move them forward. *Dealstorming* provides a proven and actionable playbook for sales leaders to engage in this very activity with their teams. This book is an invaluable resource."

—Matthew Dixon, co-author of *The Challenger Sale* and *The Challenger Customer*

"We have all heard the saying that it takes a village to raise a child. *Dealstorming* makes the case that it takes a village to sell big deals, too. This book will help you figure out how to win as a team—because enterprise deals are too important for sellers to act like Lone Rangers."

—Mike Bosworth, author of *Solution Selling* and co-author of *What Great Salespeople Do*.

"Stalled deals are the bane of sales organizations. *Dealstorming* gives you an unbeatable blueprint for breaking though and getting your biggest opportunities closed."

—Jeb Blount, author of *Fanatical Prospecting* and *People Buy You*

"*Dealstorming* shows you how to create new opportunities out of thin air, resurrect lost clients and close hugely profitable deals."

—Jill Konrath, author of *SNAP Selling* and *Agile Selling*

"Innovation in sales is about rapid problem solving through the culmination of ideas and the combination of minds. It's not about one 'aha moment.' Tim Sanders illustrates how we can partner to build powerful ideas that differentiate us in front of the customer. A must-read for sales innovators who want to win."

—Mark Donnolo, author of *The Innovative Sale* and Managing Partner of SalesGlobe

"The way prospects buy is drastically different today than it was ten years ago—but many sales rep are still using the same old playbook. You won't succeed without understanding the new world and what it takes to win in it, including bringing down traditional silos between sales, marketing, and other departments."

—**Brian Halligan, CEO and founder of HubSpot and author of *Inbound Marketing***

About the Author

Tim Sanders is the former Yahoo! Chief Solutions Officer and the author of four books, including the *New York Times* bestseller *Love Is the Killer App*. He is a co-founder of the research consultancy Deeper Media, Inc. and a top-rated speaker, lecturing widely at sales rallies, company kickoffs, and conventions.

Users Review

From reader reviews:

David Tillery:

Information is provisions for those to get better life, information currently can get by anyone at everywhere. The information can be a expertise or any news even an issue. What people must be consider any time those information which is inside the former life are challenging be find than now could be taking seriously which one is appropriate to believe or which one often the resource are convinced. If you have the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All those possibilities will not happen throughout you if you take Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges as your daily resource information.

Christopher Patton:

Exactly why? Because this Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will shock you with the secret it inside. Reading this book adjacent to it was fantastic author who all write the book in such amazing way makes the content within easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This book will give you a lot of advantages than the other book include such as help improving your proficiency and your critical thinking method. So , still want to hold off having that book? If I were being you I will go to the book store hurriedly.

Carroll Boggess:

Playing with family in the park, coming to see the marine world or hanging out with close friends is thing that usually you will have done when you have spare time, after that why you don't try factor that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges, you can enjoy both. It is excellent combination right, you still wish to miss it? What kind of hang type is it? Oh seriously its mind hangout fellas. What? Still don't understand it, oh come on its called reading friends.

Roger Patrick:

As a university student exactly feel bored to be able to reading. If their teacher questioned them to go to the library or make summary for some book, they are complained. Just small students that has reading's soul or real their pastime. They just do what the teacher want, like asked to go to the library. They go to generally there but nothing reading really. Any students feel that looking at is not important, boring in addition to can't see colorful photographs on there. Yeah, it is for being complicated. Book is very important to suit your needs. As we know that on this period of time, many ways to get whatever you want. Likewise word says, ways to reach Chinese's country. So , this Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges can make you feel more interested to read.

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