

**INNOVATIVE  
SELLING – UNLEASHING POWER  
OF  
'NEW IDEA'  
TO PROVIDE CUSTOMER VALUE**

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# INNOVATIVE SELLING – UNLEASHING POWER OF ‘NEW IDEA’ TO PROVIDE CUSTOMER VALUE

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# P R E F A C E

This book is meant for those people who have stereotype thoughts about Selling and consider Selling as a rejection game. They see only one side of the coin but fail to look at the other side which is mainly concerned with provoking new thoughts in the Sales person. It is found in general that the profession of selling is slowly losing its relevance. It is due to the fact that it is unable to provide the much needed Customer Value which is the need of the hour. But why is it Happening?

What is Innovative selling? Why the words “Innovative” and Selling” are becoming contradictory to each other. Why the sales people fail to deliver the much needed Customer value. These and many more other questions have been discussed in detail in this book and I have tried to find the answers to them.

This book has tried to look into various selling situations such as B2B & B2C, both in-house in the showroom as well as in the market. They are supreme in formulating the right kind of strategy by the sales people. The situation is having different variable factors such as positional power, Seller –Customer relations and the Sales Task structuring which needs to be properly handled so as to keep the selling situation under control.

New “Innovative” Ideas generation is a very tedious job. The sellers currently are found lacking in these qualities as are preoccupied with the daily routine jobs of Selling with no time to think something new. Then ‘How to generate new ideas to sell better’. These issues have also been discussed at length.

Innovative selling has tried to peep into the newer insights regarding grooming up the personality of the Sales person with inculcation of new skills, roles and responsibilities so as to stay ahead of the Competition. The present day customer is highly demanding with exacting nature. He needs anticipation at the end of the seller. Moreover the traditional forms of Marketing Mix Elements ie; P's have not remained static in this highly dynamic market scenario. They are under transformation to C's to E's to I's thereby enriching Customers experience. They have been discussed in detail in this book so as to apprise the reader of the latest developments while formulating their marketing strategies.

The inputs from manufacturing industries are finding new and unique applications in Marketing. The application of V's (V4L) along with Michael Porters model for providing the customer satisfaction have also been discussed in a unique way.


The personal selling process needs various Innovative ideas so as to become more effective. This starts right from the inception such as Prospecting and then going up to closing the deal. These several steps have been discussed in a unique way so as to make them more customer oriented and leading to more than customer satisfaction (i.e. Customer Delight)

The role of CRM as a tool is becoming quite crucial nowadays for the selling profession to remain innovative. Newer ways to 'Customize' as well as 'Customerize' the market offerings have been devised. They need proper support of the Information technology so as to reach each and every customer.

Innovative selling does not only mean to find newer ways to gain profit from the customer but it also means how to protect the Customer from Cusht –mein-mur. (Die in pain). Sales people sell and then forget the Customer. Don't forget them and also don't let them forget you. Moreover the role of Ethics in selling cannot be condoned so as to gain a long term relationship with the customer.

Moreover the need to remain in a competitively advantageous position is utterly necessary for the sales stalwarts as we are in an era of more than cut –throat Competition. The competitive advantage is itself fleeting or vanishing in altered circumstances. It needs to get permanent. The role of Innovative selling is quite crucial in making it permanent. But how to do it? It has also been discussed at length in this book.

After reading this book, I am sure the way one looks at the selling profession will definitely change and particularly the sales people who consider this profession only as a low profile job, will introspect further and start afresh with a new look.

 *Dr. Anubhav Tiwari*




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This book is an essence of the personal selling experience I received while working in the corporate sector. This along with the learning and training provided by mentors & thought leaders also remained as a source of Inspiration to me. This knowledge sharing experience has remained quite inspiring for me and I have also tried to internalize all my experience in the field of selling. This journey towards learning from elders, more wiser people and other valuable sources has been quite memorable for me. I am highly indebted to all of them.

I would also like to express my thanks and gratitude to all those, who while remaining anonymous, have still contributed a lot directly or indirectly to this work.

 *Dr. Anubhav Tiwari*

*This book is dedicated to My Parents Late Dr. Devi Dutt Tiwari & Mrs. Narayani Tiwari, whose inspiration and motivation was mainly instrumental in making this book a possibility*



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