



# The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead

*Venkatesh Upadrasta*

Download now

[Click here](#) if your download doesn't start automatically

# The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead

*Venkatesh Upadrista*

**The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead** Venkatesh Upadrista

If IT companies seek to differentiate themselves from the competition, they must turn to consultative selling. Consultative selling is analyzing the needs and challenges of your customers and selling unique services that enable your customers to reduce costs, increase profits, and improve overall business performance. **The Art of Consultative Selling in IT** provides a practical framework for becoming a successful consultative seller and shows how to use the blue ocean strategy to identify opportunities in areas where there is no competition.

The first section discusses the advantages of consultative selling and explores the concepts of blue oceans. In blue oceans, demand is created rather than fought over. Competition is irrelevant because the rules of the game are waiting to be established. The author explains how you can use consultative selling techniques to create your own blue oceans of unknown market space, where opportunities for growth are both rapid and profitable.

In the second section, the author defines the consultative selling framework (CSF). This framework is based on proven processes, best practices, and real-time case studies to make consultative selling a reality. It provides clear guidelines for understanding your customer's current landscape and challenges, owning its priorities, and helping it to achieve its short-term and long-term goals. The author explains how to use CSF to generate innovative ideas and present them to your customer through profit improvement or efficiency improvement proposals.

The book concludes with examples of several innovative business improvement ideas that you can present to your customers, including Agile project management, master data management (MDM), application portfolio rationalization, and business process management (BPM). The author discusses the benefits of each methodology and lists the trigger points to think about when deciding whether the methodology can add value to a particular customer.

 [Download The Art of Consultative Selling in IT: Taking Blue ...pdf](#)

 [Read Online The Art of Consultative Selling in IT: Taking Bl ...pdf](#)

## **Download and Read Free Online The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead Venkatesh Upadrista**

---

### **From reader reviews:**

#### **Clayton Medina:**

The publication with title The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead has lot of information that you can study it. You can get a lot of benefit after read this book. This particular book exist new know-how the information that exist in this reserve represented the condition of the world currently. That is important to you to understand how the improvement of the world. This kind of book will bring you in new era of the globalization. You can read the e-book with your smart phone, so you can read the idea anywhere you want.

#### **Randy Garrison:**

Reading can called head hangout, why? Because when you are reading a book especially book entitled The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead your brain will drift away trough every dimension, wandering in every aspect that maybe unknown for but surely will become your mind friends. Imaging every word written in a reserve then become one type conclusion and explanation which maybe you never get before. The The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead giving you yet another experience more than blown away your thoughts but also giving you useful info for your better life within this era. So now let us show you the relaxing pattern this is your body and mind will probably be pleased when you are finished reading it, like winning an activity. Do you want to try this extraordinary shelling out spare time activity?

#### **Ophelia Ellis:**

This The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead is great guide for you because the content that is certainly full of information for you who have always deal with world and possess to make decision every minute. This particular book reveal it facts accurately using great manage word or we can say no rambling sentences inside. So if you are read the item hurriedly you can have whole info in it. Doesn't mean it only provides straight forward sentences but challenging core information with attractive delivering sentences. Having The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead in your hand like keeping the world in your arm, facts in it is not ridiculous 1. We can say that no e-book that offer you world with ten or fifteen minute right but this e-book already do that. So , this can be good reading book. Heya Mr. and Mrs. occupied do you still doubt that?

#### **Jesus Allgood:**

Reading a book to get new life style in this 12 months; every people loves to learn a book. When you read a book you can get a lot of benefit. When you read books, you can improve your knowledge, because book has a lot of information into it. The information that you will get depend on what types of book that you have read. If you wish to get information about your review, you can read education books, but if you want to entertain yourself you are able to a fiction books, this kind of us novel, comics, and also soon. The The Art

of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead will give you a new experience in examining a book.

**Download and Read Online The Art of Consultative Selling in IT:  
Taking Blue Ocean Strategy a Step Ahead Venkatesh Upadrasta  
#60OSHB2Q8AP**

## **Read The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta for online ebook**

The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta books to read online.

### **Online The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta ebook PDF download**

**The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta Doc**

**The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta Mobipocket**

**The Art of Consultative Selling in IT: Taking Blue Ocean Strategy a Step Ahead by Venkatesh Upadrasta EPub**