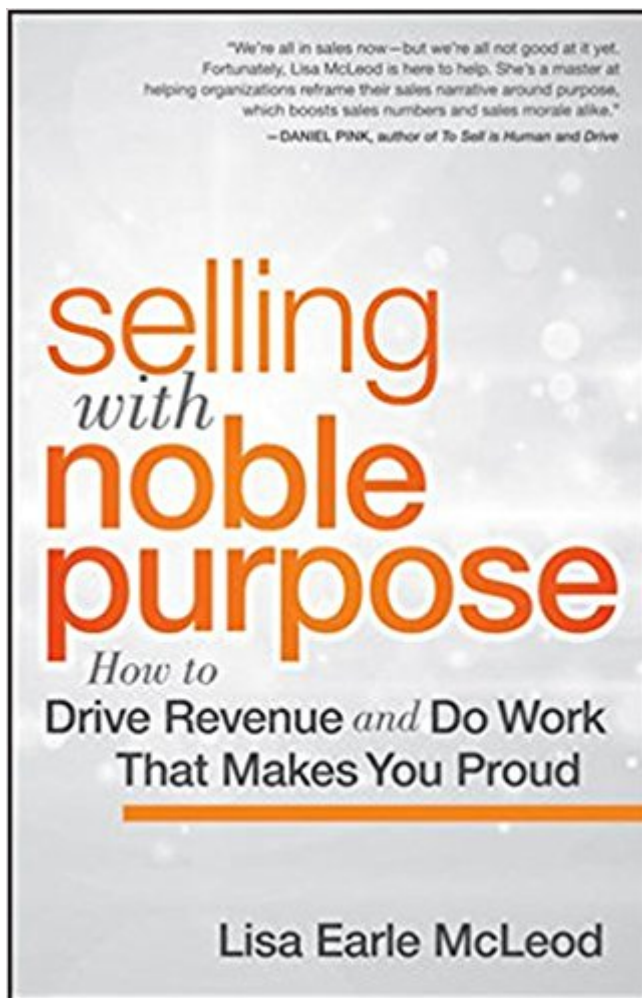


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Selling With Noble Purpose: How To Drive Revenue And Do Work That Makes You Proud



Synopsis

Turn an effective sales force into one that is truly outstanding. Drawing on two decades of consulting with leading sales organizations, sales leadership expert Lisa Earle McLeod reveals how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers. Using hard data and compelling field stories, *Selling with Purpose* explains why salespeople who understand earnestly how they make a difference to customers outperform their more quota-driven counterparts. This book shows executives, managers, and aspiring sales leaders how to find your NSP and create a sales force of True Believers who drive revenue and do work that makes them proud.

Explains why sales organizations with a clearly stated Noble Sales Purpose (NSP) dramatically outperform sales organizations driven by numbers alone

Details how to find your NSP using a simple three-part formula

Shares how to use NSP to make your salespeople more assertive, focused, and profitable

In an era where most organizations believe that money is the only way to motivate salespeople, *Selling With Purpose* offers a sustainable and exciting alternative.

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Customer Reviews

Using hard data and compelling field stories, *Selling with Noble Purpose* explains why salespeople who genuinely understand how they can make a difference for customers consistently outsell their more quota-driven counterparts. Drawing on two decades of consulting with leading sales organizations, sales leadership expert Lisa Earle McLeod reveals how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers. Whether you're an executive, manager, or aspiring sales leader, you'll discover how to find your NSP and create a sales force of True

Believers who drive revenue and do work that makes them proud. In *Selling with Noble Purpose*, you'll learn: Why sales organizations with a clearly stated NSP dramatically outperform sales organizations driven by numbers alone How to find your NSP using a simple three-part formula How to use NSP to make your salespeople more assertive, focused, and profitable How sales managers unknowingly sabotage NSP The magic question sales managers can use to get even mediocre people thinking like top-tier performers Why 90 percent of traditional sales training programs are forgotten within a week and why NSP training sticks with salespeople forever In an era where most organizations believe that money is the only way to motivate salespeople, *Selling with Noble Purpose* offers a sustainable and exciting alternative.

"If you sell based on a deep mission and purpose, revenue will follow. As Lisa Earle McLeod explains in this remarkable book, you have to start with how to change another life . . . then work back from that purpose." —TOM RATH, bestselling author of *StrengthsFinder 2.0* Most people believe that money is the primary motivator for top salespeople and that doing good by the world runs a distant second. That belief is wrong. A single interview with a top-performing biotech salesperson led sales leadership consultant Lisa Earle McLeod on a six-year quest to undercover what goes on inside the minds of top-performing salespeople and how leaders can replicate that mindset across their organizations. McLeod discovered that salespeople who sold with noble purpose—who truly wanted to make a difference to customers—consistently outsold salespeople who were focused on sales goals and money. More than 10,000 hours in the field with top sales performers from organizations like Apple, Kimberly-Clark, and Merck revealed that a Noble Sales Purpose (NSP) is the difference between a sales force that's merely effective and one that's truly outstanding. *Selling with Noble Purpose* shows you how to ignite the True Believer that lurks in the heart of every salesperson. Because as much as salespeople want to make money, they also want to make a difference.

This was a great book that delves much deeper into the passion of helping others via selling, than any other book I've seen. It really reminds people who are in the business of pursuing enhancing the lives of others via sales of great products, what they are doing and what a big deal it is, and therefore how to separate oneself from the crowd. The book also helps you to formulate your own noble purpose statement that helps guide you in what it is exactly that you're doing every day, and sets the tone for all you do. This is a great book and I haven't seen another like it.

Reading Lisa's books is like having a really smart and practical friend as a mentor. She has a talent for getting to the heart of a matter, whether she is writing about (not) having it all or about selling. In suggesting that "noble purpose" should drive how sales people work with customers, she is both aligned with recent research, and offering a special insight. Sometimes, a good test of an idea is to ask--"what if everyone did this?" The answer, in this case, can't be anything but good news for sales people and for the customers they serve. Nicely done.

In a world today where the number of customer decision makers have increased, and customers are looking to you for a holistic value outcome, realizing your sales purpose can not only realize customer success, but create a rewarding outcome for you.

A practical book that is aligned with the emerging science of meaningful purpose psychology. I highly recommend this book, not only to those in sales, but for all who wish to learn how to apply a noble purpose on what they do. I congratulate author Lisa Earle McLeod. By Luis A. Marrero, MA, RODP, author of "The Path to a Meaningful Purpose: Psychological Foundations of Logoteleology."

Increasing revenue ... is not a plan
Penetrating target accounts ... is not a method
Improving market share ... is not a strategy
"Selling with Noble Purpose" provides concise, direct, and meaningful guidance to sales leadership. Guidance that can help to prepare an effective strategy, that will lead to a more active and driven team, and that demonstrates effectiveness through results. Basic training for newly appointed sales leaders and strategic methods for senior staff. Get it ... read it ... implement it.

This book is very real world....and deep! Ms. McLeod didn't leave anything uncovered, extremely well researched and presented. MUST read for anyone in business, sales or leadership! Thank you for your honesty too, very candid information, extremely helpful!

Selling With A Noble Purpose may be the best sales/sales leadership book written. The book provides real world scenarios of each topic, with real world examples of how to use the information throughout the book. If you're in business, you should read this book! Lisa, thank you for the great resource you've provided to the sales profession! Best regards, Brad Guthrie

Personal development is key to success and this is a great book for setting and achieving your

goals.

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