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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



CHOOSING THE BEST WAY
TO SELL FOR YOU, YOUR
COMPANY, YOUR CUSTOMERS

JEFF COX *Coauthor of Zapp!*

HOWARD STEVENS
Founder and CEO, the H. R. Chally Group

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Jeff Cox, Howard Stevens : Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, and Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, and Your Customers:

0 of 0 people found the following review helpful. Dated and misguided but has some insight into the business process

more so than pure sales. This is not a book chock full of sales insight, rather, it's a dated look (the research started in the mid 70's) at how to position your business for success. Because it touches on hiring the right person for the right job, it's useful to define or refine how your business process is positioned for sales, customer service and support, especially if you're a new company launching a brand new never before seen product, but this is not a "how to" for the salesperson, nor for hiring sales professionals. In fact, they mistakenly label a product manager as a sales rep (the wizard). The person who oversees delivery of the product, repairs and schedules maintenance (examples in the book) is not a sales rep, yet in this book they refer to it as such. The book goes so far as to express that a sales rep (the wizard) would sit down with a PR person and write an article to promote the wheel. In this era, even though it's possible if you're an independent rep selling coaching services or things of that nature, that doesn't happen, and not if you work for a tech business, the sales person doesn't handle the PR. Lastly, I don't often see a sales rep speaking at events for a business with the intent to promote the product, that's usually the CEO (think Apple, Tesla etc). The sales rep might go in for a pitch but again, not for "free" promotion of the product or service, closers close, period. It's well written (expect for the few typos the editor missed) and an easy read, and the bold points highlighted on some of the pages contain the meat if you want to breeze through it, but again, this is NOT a way for a sales individual (referred to as "you" in the subtitle) to "choose" the best way to sell and frankly, being written in 2000 with data stretching back to the 70's, I'd pass on this.

0 of 0 people found the following review helpful. Exceptional - Entertaining - Informative
By Edward J. Barton
I listened to the abridged audiocassette version of the book. I agree with many of the other reviews - the topic isn't the most riveting, but the author does a phenomenal job in creating and illustrating a real business problem in an effective and entertaining manner. Studying the product lifecycle, as well as the personalities and methodologies needed to sell into those cycles, the author does a fine job in laying out the reasons when and why the sales technique and the market maturity mesh. Using archetypical sales people, and a product we can all relate to - the wheel - the author takes us through initial invention through to commoditization and maturity of the market and the product. There is a lot to learn here, much to heed, and the tapes are reasonable entertaining as well. Worth a listen!

4 of 4 people found the following review helpful. Jeff Cox hits another home run!
By Adam F. Jewell
Written in the style of a business novel, set in ancient times, when the Egyptian pyramids were being built, "Selling the Wheel" is a fantastic book, about the sales process. It covers the different types of sales people and personalities appropriate during various stages of the evolution of a product, which in this case is the wheel. The book is also about positioning a company, determining what markets to target, and fending off competition. You will be introduced to the Closer, the Wizard, the Relationship Builder, as well as the Captain and Crew, all of whom have a place in the growth and evolution process of a business and its sales strategy. "Selling the Wheel" is both educational and entertaining, as are Jeff's other business novels. It is creatively written, humorous at times, and never dull. It satirizes many of the situations and logic we see in today's business environment including the world of the net economy. Even in ancient times, star salespeople such as Ben (below) were way ahead of the times: "But, Ben," said Max, "if we sell them wheels at twenty-four shekels, we're gonna lose money on every wheel we sell!" "I know, but we'll make it up on volume!" Said Ben, uttering a remark that would echo forward through the centuries. Whether you work in sales or not, this book is easy to identify with. It touches on elements presented in Jeff's other books (Zapp, Heroz, and The Goal), including motivation, conflict, management, and day to day decision making within a company. If you have an interest in sales, or even in business, pick up this book, set aside a few hours, and dive in!

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.

Jeff Cox has done it again. The coauthor of Zapp! and The Goal--bestselling business books that employ engaging fictional tales to advance a slew of practical suggestions--now teams with marketing specialist Howard

Stevens to do for sales what his previous efforts did for motivation and productivity. In *Selling the Wheel*, he crafts a witty story around solid sales fundamentals that Stevens has gleaned from a quarter-century of research and analysis. Its hero is a fledgling old-time entrepreneur named Max who invents the wheel but can't get anybody to buy one. With marketing assistance from his wife ("In the olden days," Cox explains, "women almost always did the marketing"), and guidance from a cave-dwelling wise man, Max ultimately succeeds with help from four distinctly different types of salespeople, dubbed Closer, Wizard, Builder, and Captain. While this may sound silly when taken out of context, the story is entertaining and, more important, filled with sound tips that could help sales professionals and their managers deal with varying evolutionary phases of any product or service. Among its many nuggets: "Silence has been used for centuries as a closing technique. The game is simple. After asking a closing question, say nothing--because the person who speaks next loses." --Howard Rothman

From *Library Journal*
Cox Zapps! us with another business fable. Copyright 1999 Reed Business Information, Inc. From *Booklist*
Cox is a professional writer who has teamed with various business experts to use fable and fiction to help explain management concepts. Zapp! *The Lightning of Empowerment* (1989) and *Heroz* (1994), written with William Byham, are best-selling examples of Cox's technique. Stevens is CEO of H.R. Chally, an Ohio-based company that researches and establishes benchmarks for sales management and marketing practices. Cox and Stevens previously collaborated on *The Quadrant Solution: A Business Novel That Solves the Mystery of Sales Success* (1991). Here, they use a parable about the invention of the wheel and the difficulties encountered in trying to convince people of the need for the new device. They show that there are four different selling styles and that they must be matched to customers, who have their own sets of experiences and expertise. The authors' story shows how entry into and withdrawal from markets, pricing, corporate image, sales force compensation, and new product development all influence the degree to which such matches can be made. David Rouse