

Clean Slate: Why Leadership Should Trash Their Current Business Model, Reject Popular Sales Advice, Operate Like a Startup, and Leverage the New Rules for Prosperity to Achieve Explosive Profitable Revenue Growth (Paperback)



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Reviews

It is really an remarkable book which i have ever go through. It can be writter in simple terms and not difficult to understand. I am just effortlessly can get a enjoyment of reading a composed pdf.

(Dr. Lily Wunsch II)

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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Why do some companies create extreme customer demand, reap the rewards of uncommon brand loyalty, sustainable profitable revenue growth (PRG) and market domination, while competitors suffer? And, why has traditional selling become impotent, no longer delivering the PRG necessary not only necessary for survival, but for an enterprise to flourish? In other words, how are you and your organization defeating sameness, the business disease that s reached epidemic proportions? Sean Stormes is the CEO of multiple enterprises, and a national thought leader and keynote speaker on the high-interest, hot topic of demand creation. Answering the aforementioned questions with a proven philosophy and framework, Sean highlights not only the new source code necessary for PRG in the third millennium, but also the litany of root causes of poor or regressive PRG. Whether sharing the work he has done on the consulting side via his PRG and demand creation firm, The Third Door, or through the organizations he has led or currently leads, Clean Slate is loaded with real world examples, challenges, and most importantly, effective architecture that gives hope to business leadership of all shapes, sizes and industries. Widely regarded as an authority on helping companies become organizationally fit, where the purpose-driven business wins big, Sean is also a Chief Value Designer, stimulating leadership (and others) to see what others miss, discovering game-changing unprecedented value via the customer s unspoken needs.

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