

Demonstrating To Win The Indispensable Guide For

The demonstration or presentation of complex products like technology or medical devices is like leading a person over a treacherous ravine. Throughout a demo or presentation, your prospect wants to run back to the relative safety of their existing world. This book will help you comfortably lead your prospect to your solution and make you the best demonstrator and presenter in your field! Tactics that you will find useful include: *Identifying and avoiding Demo Crimes *Winning demo techniques like "Tell-Show-Tell" *Building a value case for your solution *Managing your audience and reading their personalities *Creating winning themes *Performing differentiating Web demos and presentations *Conducting high value Discoveries *Managing your room environment *Winning teamwork techniques We are an idea company that has built a deep set of actionable techniques and strategies derived from years of working with the most innovative and successful companies in the world. Our clients include Microsoft, SAP, Oracle, IBM, Getinge and many others. We adapted the ideas in this book based upon training thousands of highly paid, highly experienced professional demonstrators and presenters in every region of the world thus making it globally applicable and effective. We understand that the very best ideas are judged by their impact, and our clients validate the impact of our concepts through increased sales effectiveness every day. Don't miss out on this opportunity to truly differentiate your products and services.

The power of words has rarely been given a more compelling demonstration than in the Gettysburg Address. Lincoln was asked to memorialize the gruesome battle. Instead, he gave the whole nation "a new birth of freedom" in the space of a mere 272 words. His entire life and previous training, and his deep political experience went into this, his revolutionary masterpiece. By examining both the address and Lincoln in their historical moment and cultural frame, Wills breathes new life into words we thought we knew, and reveals much about a president so mythologized but often misunderstood. Wills shows how Lincoln came to change the world and to effect an intellectual revolution, how his words had to and did complete the work of the guns, and how Lincoln wove a spell that has not yet been broken. This "perceptive" and "satisfying" biography of George Washington by an award-winning historian "deserves a place on every American's bookshelf" (The New York Times Book Review). James Thomas Flexner's masterful four-volume biography of America's first president, which received a special Pulitzer Prize citation and a National Book Award for its concluding installment, is the definitive chronicle of Washington's life and a classic work of American history. In this single-volume edition, Flexner brilliantly distills his sweeping study to offer readers "the most convincing evocation of the man and his deeds written within the compass of one book" (Los Angeles Times). In graceful and dramatic prose, Flexner peels back the myths surrounding Washington to reveal the true complexity of his character. The only founding father from Virginia to free all his slaves, Washington was a faithful husband who harbored deep romantic feelings for his best friend's wife. An amateur soldier, he prepared for his role as commander in chief of the Continental army by sending out to Philadelphia bookshops for treatises on military strategy. As president, he set many democratic precedents—including the two-term limit and the appointment of an advisory cabinet—yet routinely excluded his vice president, John Adams, from important decisions. The George Washington that emerges in these pages is a shrewd statesman, a wise commander, a brave patriot, and above all, "an ordinary man pushed to greatness by the extraordinary times in which he lived" (The Christian Science Monitor). In tracing Washington's evolution from privileged son of the landed gentry to "the indispensable man" without whom the United States as we know it would not exist, Flexner presents a hero worthy of admiration not only for his remarkable strengths, but also for his all-too-human weaknesses.

In our modern business landscape, the war for talent is more complex than ever. You need to attract and retain the best talent for your organization to win, but without the right strategy or mindset, you won't be able to compete. If your revenue is declining, you're losing market share to your competition, or your organizational health is deteriorating, it's time to evolve how you approach this never-ending war. After all, your PEOPLE—not your product or service—are your strongest competitive advantage. The Talent War explores how US Special Operations Forces (SOF) assess, select, and develop their world-class talent. You'll learn how to adopt a talent mindset, the single greatest weapon you can possess in the war for talent. When your organization reflects this mindset, you will hire, train, and develop the right people, and put them in the best positions to make decisions that allow you to retake the advantage and win the war.

Lincoln at Gettysburg

Stalin's War

Nineteen Eighty-Four

Big Book of Low-Cost Training Games: Quick, Effective Activities that Explore Communication, Goal Setting, Character Development, Teambuilding, and

Democracy and Education

The Evolving Sales Engineer

Trust-Based Observations

Recipient of the 2015 PEN New England Award for Nonfiction "The arrival of a significant young nonfiction writer . . . A measured yet bravura performance." —Dwight Garner, The New York Times *James Joyce's big blue book, Ulysses, ushered in the modernist era and changed the novel for all time. But the genius of Ulysses was also its danger: it omitted absolutely nothing. Joyce, along with some of the most important publishers and writers of his era, had to fight for years to win the freedom to publish it. The Most Dangerous Book tells the remarkable story surrounding Ulysses, from the first stirrings of Joyce's inspiration in 1904 to the book's landmark federal obscenity trial in 1933. Written for ardent Joyceans as well as novices who want to get to the heart of the greatest novel of the twentieth century, The Most Dangerous Book is a gripping examination of how the world came to say Yes to Ulysses.*

Dramatically grow your client base following pragmatic and insightful advice by bestselling author Doug Fletcher *How to Win Client Business When You Don't Know Where to Start: A Rainmaking Guide for Consulting and Professional Services serves as an invaluable and indispensable guide for everyone in the business of selling professional and consulting services. Author Doug Fletcher dives deeply into the five skills required to "make it rain": Create Your Personal Brand Identity Demonstrate Your Professional Expertise Build Your Professional Ecosystem Develop Trust-Based Relationships Practice Everyday Success Habits How to Win Client Business When You Don't Know Where to Start provides a masterclass in teaching the practical techniques and concrete strategies that professional services providers were never taught in school or on the job. Pragmatic lessons take the place of the vaguely defined principles found in competing books to turn readers from sales novices into rainmakers. Written by the same celebrated author who brought readers the best-selling book How Clients Buy, How to Win Client Business When You Don't Know Where to Start is perfect for any professional services provider or consultant who seeks to dramatically increase their book of business.*

Make training a game that everyone can win! Featuring activities and exercises designed for groups of any size, The Big Book of Low-Cost Training Games proves that training can still deliver outstanding results, even when you're watching the bottom line. Whether you're a trainer or facilitator, a group leader or manager, you'll find the games in this book are excellent tools for building trust, exploring character, fostering collaboration, and demonstrating more effective communication techniques. Better still, with minimal props like index cards and markers, these activities are not just cost-effective but are also simple to set up and can be done virtually anywhere. From painless icebreakers to group challenges to meaningful community-building projects, The Big Book of Low-Cost Training Games is your winning game plan for maximizing group engagement and getting the most ROI from your training budget.

Have you ever seen a bad software demo ? Peter Cohan helps organizations put the Wow! into their demos to make them crisp, compelling and successful - to get the job done. He has had roles in four corners: technical, product and field marketing (he was banished to Basel, Switzerland for two years for bad behavior); sales and sales management (he built a business unit up from an empty spreadsheet into a \$30M per year operation); and, in this last role, he has been that most important of all possible entities, a customer Peter Cohan leverages twenty-five years of experience in selling and marketing business software and as a customer. The Great Demo! method comes directly from extensive firsthand experiences in developing and delivering software demonstrations, and in coaching others to achieve surprisingly high success rates with their sales and marketing demos. For more information on demonstration methods, guidelines and tips, explore the author's website at www.SecondDerivative.com or contact the author directly at PCohan@SecondDerivative.com.

The Future of B2B Client Engagement

An Illustrated Book of Bad Arguments

The Story of how Many Thousands of Men and Women Have Recovered from Alcoholism

Never Split the Difference

Navigating Common Constraints for Exceptional Results

How to Create and Execute Stunning Software Demonstrations

A Rainmaking Guide for Consulting and Professional Services

This is the no B.S. guide to presenting software like a pro. If you're a SaaS startup founder or sales rep, you'll learn to: Ensure prospects attend your demos Discover why your demos fail to close the deal Better differentiate yourself from competitors Customize your demo to your prospects' needs Improve your demo-win rates Deal with questions and objections during the demo Expertly handle bugs and demo fails Giving successful product demos is not rocket science. Nobody can do it-if you've got the right blueprint.

In Winning at War, Christian Potholm explains how seven variables—technology, sustained ruthlessness, discipline, receptivity to innovation, protection of military capital from civilians and rulers, will, and the belief that there will always be another war—have served as predictors of military success over time and across cultures. He provides case studies of their implementation, from ancient battles to today.

As the characters go through their daily journeys, each one finds themselves often pondering the question: Where do we go from here? Some will realize the answer to that question, while others will be left to figure out which way to turn next. Interwoven in this novel are issues and lessons related to friendship, love, death, family secrets, betrayal, heartbreak and pure bliss. Set in the suburbs of Maryland and the Washington Metropolitan area, you'll take a ride through the characters' lives that will touch your heart and leave you wanting more.

"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers. _x000D_ Twelve Things This Book Will Do For You: _x000D_ Get you out of a mental rut, give you new thoughts, new visions, new ambitions. _x000D_ Enable you to make friends quickly and easily. _x000D_ Increase your popularity. _x000D_ Help you to win people to your way of thinking. _x000D_ Increase your influence, your prestige, your ability to get things done. _x000D_ Enable you to win new clients, new customers. _x000D_ Increase your earning power. _x000D_ Make you a better salesman, a better executive. _x000D_ Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant. _x000D_ Make you a better speaker, a more entertaining conversationalist. _x000D_ Make the principles of psychology easy for you to apply in your daily contacts. _x000D_ Help you to arouse enthusiasm among your associates. _x000D_ Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today. _x000D_

Mastering Technical Sales

The Sales Engineer's Handbook

Grit, Curiosity, and the Hidden Power of Character

School, Family, and Community Partnerships

How Children Succeed

How to Deliver Winning SaaS Demos

The Talent War: How Special Operations and Great Organizations Win on Talent

A prize-winning historian reveals how Stalin—not Hitler—was the animating force of World War II in this major new history. World War II endures in the popular imagination as a heroic struggle between good and evil, with villainous Hitler driving its events. But Hitler was not in power when the war was certainly dead before it ended. His armies did not fight in multiple theaters, his empire did not span the Eurasian continent, and he did not inherit any of the spoils of war. That central role belonged to Joseph Stalin. The Second World War was not Hitler's war; it was Stalin's war. Drawing on Soviet, European, and US archives, Stalin's War revolutionizes our understanding of this global conflict by moving its epicenter to the east. Hitler's genocidal ambition may have helped unleash Armageddon, but as McMeekin shows, the war which emerged in Europe in September 1939, too, did the Pacific war of 1941-1945 fulfill Stalin's goal of unleashing a devastating war of attrition between Japan and the "Anglo-Saxon" capitalist powers he viewed as his ultimate adversary. McMeekin also reveals the extent to which Soviet Communism was rescued by the beginning with Lend-Lease aid, as American and British supply boards agreed almost blindly to every Soviet demand. Stalin's war machine, McMeekin shows, was substantially reliant on American matériel from warplanes, tanks, trucks, jeeps, motorcycles, fuel, ammunition, and explosives. It was the Lend-Lease transfer, to the foodstuffs which fed the Red Army. This unreciprocated American generosity gave Stalin's armies the mobile striking power to conquer most of Eurasia, from Berlin to Beijing, for Communism. A groundbreaking reassessment of the Second World War, Stalin's War understands the current world order.

A former international hostage negotiator for the FBI offers a new, field-tested approach to high-stakes negotiations—whether in the boardroom or at home. After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a hostage negotiator led to countless victories. Drawing upon this expertise, Voss explains why the traditional tactics of negotiation are inefficient, often leading to dead ends, broken promises, and damaged relationships. Instead, he offers a new, counterintuitive tactic: Never Split the Difference. This powerful technique takes you inside the world of high-stakes negotiations and into Voss's head, revealing the skills that have mattered most: saving lives. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life. Life is a series of negotiations you should be prepared for: negotiating a business deal, resolving a conflict with a friend, negotiating a price with a contractor, negotiating a salary, buying a house, negotiating a divorce. Never Split the Difference gives you the competitive edge in any discussion.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. **TECHNICAL SALES ENGINEERS / TECHNICAL PRESALES SUPPORT:** In today's digital economy, software is eating the world, and the companies with the best sales demonstrations are winning the game. Is a convincing demonstration the only thing that's standing between you and your next demo the best demo of the year? Do you feel that you can do better but don't know how? NEVER AGAIN LOSE A DEAL YOU SHOULD HAVE WON! Walk into ever demo feeling confident and prepared include the one critical moment that must be in every demo Hit that home run! This book is the art of answering difficult questions Leverage the power of saying NO with ease A BOOK WRITTEN SPECIFICALLY FOR YOU! Avoid late nights and long sales cycles Accelerate pipeline velocity and close more deals Learn and apply the best practices in the business Know exactly when to close the deal Achieve the technical win alarming, predictable consistency This book addresses the root causes of the most common mistakes made by sales engineers. Add it to your cart NOW to permanently improve your software demos and sales results.

Demonstrating to Win!

Negotiating As If Your Life Depended On It

The Indispensable Guide for Demonstrating Complex Products

How to Win Client Business When You Don't Know Where to Start

The Battle for James Joyce's Ulysses

A Proven Process to Avoid the Vendor Trap

Seven Keys to Military Victory Throughout History

SETTING A STANDARD: The Essential Guide to Navigating Your Proof of Concept is your guide to understanding how to execute a world-class PoC. This book was released to document the essential best practices for managing a world-class Proof of Concept. By this, we mean we want to set a high standard for qualifying, defining, executing and closing a Proof of Concept. ELEVATING OUR GAME: The Essential Guide to Navigate Your Proof of Concept promotes methodologies to counter and replace the often haphazard approach used to manage a proof of concept. This book outlines practical and applicable ways to ensure that your proof of concept is "world-class". The Essential Guide to Navigate Your Proof of Concept promotes a methodology and a new approach to increase your technical win-rate. Sales teams should leverage a Proof of Concept as a strategic sales tool to win business - but that is not always the case. To improve how your sales team leverages a Proof of Concept, learn and apply the book's principles. The Essential Guide to Navigate Your Proof of Concept proposes that a Proof of Concept execute at a "world-class" standard by equipping sales engineers on the best practices that elevate their approach, technique and processes when managing a Proof of Concept. This book was written for sales engineers by a sales engineer with real-world experience working in leading enterprise-scale organizations. The Essential Guide to Navigate Your Proof of Concept promotes a clear and understandable approach for managed a Proof of Concept using a four-step methodology. Along with purpose-built tools and templates, it enables a sales engineer to qualify, define, execute, and close a Proof of Concept. TAKING A WORLD-CLASS APPROACH: The Essential Guide to Navigate Your Proof of Concept provides a sales engineer with an approach to establishing and maintaining a high standard for executing a proof of concept. THE REASON FOR EXECUTING A POC IS TO GET THE WIN: For a sales engineer, it is critical to acquire the technical win from a proof of concept. Earning a technical win means that a customer has reviewed your solution and selected it over others. This means that as a sales engineer, you have won the opportunity from a technical perspective. But that doesn't mean it leads to an actual purchase order. Executing a world-class proof of concept also means that you set up the outcome of a PoC to also earn the business win (purchase order). A FRAMEWORK AND TOOLS TO GET THE JOB DONE: The Essential Guide to Navigating Your Proof of Concept is written to inform and guide sales engineers through the planning and process of high-quality proof of concept customer-centric experience.

The basic text for Alcoholics Anonymous.

The results are in: observations are not improving teaching and learning. Pertinently, the Gates Foundation's recently completed effort to improve student outcomes through enhancing the teacher evaluation process failed to achieve substantive improvement. The way observations are currently designed serve as an obstacle to teacher risk-taking. Teachers fear negative evaluations when their pedagogy is rated, and they lack faith in being supported by supervisors because a trusting relationship between them and their observer has not been built. Trust-Based Observations: Maximizing Teaching and Learning Growth is a schema changing evaluation model that understands people perform at their best when they feel safe and supported. It begins with twelve, 20 minute observations per week followed by collegial conversations driven by reflective questions, sharing observed teaching strengths, and the building of safe and trusting relationships with teachers. Add the elimination of rating pedagogical skills and replace it with rating mindset, and teachers trust. When teachers fully embrace risk-taking and innovation, it leads to remarkable teaching transformations and improved student learning.

In his classic book, The Five Dysfunctions of a Team, Patrick Lencioni laid out a groundbreaking approach for tackling the perilous group behaviors that destroy teamwork. Here he turns his focus to the individual, revealing the three indispensable virtues of an ideal team player. In The Ideal Team Player, Lencioni tells the story of Jeff Shanley, a leader desperate to save his uncle's company by restoring its cultural commitment to teamwork. Jeff must crack the code on the virtues that real team players possess, and then build a culture of hiring and development around those virtues. Beyond the fable, Lencioni presents a practical framework and actionable tools for identifying, hiring, and developing ideal team players. Whether you're a leader trying to create a culture around teamwork, a staffing professional looking to hire real team players, or a team player wanting to improve yourself, this book will prove to be as useful as it is compelling.

Alcoholics Anonymous

Attract New Customers. Boost Your Sales.

Beyond Selling Value

The Indispensable Man

Harry Hopkins and the Forging of the Alliance to Defeat Hitler

6 Steps to Unlimited Clients & Financial Freedom

The Mentor Leader

NOTE - This book is intentionally brief (40 pages), aimed at a reader with minimal free time looking to immediately improve their demo. Why do so many demos of revolutionary, game-changing products end with confused investors, overwhelmed buyers, and lost dollars? People leading demos are being forced to fit an ever-expanding feature set into their audience's ever-shrinking attention span. Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates. In *Just F*ing Demo!*, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. The book will teach readers: - How to structure a demo; - How to ask questions that uncover what your audience truly cares about; - How to translate audience needs into a flow that is extremely easy to follow; - How to use simple but powerful interpersonal tactics within the demo itself. *Just F*ing Demo!* distills Falcone's highly successful training program into an intentionally concise yet impactful read. From the entrepreneur seeking investment to the sales professional chasing a deal, anyone can carve out a few hours, read this book, and immediately make their demos kick ass.

Demonstrating to Win! The Indispensable Guide for Demonstrating Complex Products Demonstrating to Win! "Nineteen Eighty-Four: A Novel", often published as "1984", is a dystopian social science fiction novel by English novelist George Orwell. It was published on 8 June 1949 by Secker & Warburg as Orwell's ninth and final book completed in his lifetime. Thematically, "Nineteen Eighty-Four" centres on the consequences of totalitarianism, mass surveillance, and repressive regimentation of persons and behaviours within society. Orwell, himself a democratic socialist, modelled the authoritarian government in the novel after Stalinist Russia. More broadly, the novel examines the role of truth and facts within politics and the ways in which they are manipulated. The story takes place in an imagined future, the year 1984, when much of the world has fallen victim to perpetual war, omnipresent government surveillance, historical negationism, and propaganda. Great Britain, known as Airstrip One, has become a province of a totalitarian superstate named Oceania that is ruled by the Party who employ the Thought Police to persecute individuality and independent thinking. Big Brother, the leader of the Party, enjoys an intense cult of personality despite the fact that he may not even exist. The protagonist, Winston Smith, is a diligent and skillful rank-and-file worker and Outer Party member who secretly hates the Party and dreams of rebellion. He enters into a forbidden relationship with a colleague, Julia, and starts to remember what life was like before the Party came to power.

The Hopkins Touch offers the first portrait in over two decades of the most powerful man in Roosevelt's administration. David Roll shows how Harry Hopkins, an Iowa-born social worker who had been an integral part of the New Deal's implementation, became the linchpin in FDR's--and America's--relationships with Churchill and Stalin, and spoke with an authority second only to the president's. Gaunt, nearly spectral, and malnourished following an operation to remove part of his stomach, the newly widowed Hopkins accepted the president's invitation to move into the White House in 1940 and remained Roosevelt's closest advisor, speechwriter, sounding board, and friend nearly to the end. Between 1940 and 1945, with incomparable skill and indefatigable determination, Hopkins organized the Lend-Lease program and steered the president to prepare the public for war with Germany. He became FDR's problem-solver and fixer, helping to smooth over crises, such as when the British refused to allow an invasion of Europe in 1943, enraging Stalin, who felt that the Soviet Union was carrying the military effort against the Nazis. Lacking an official title or a clear executive branch portfolio, Hopkins could take the political risks his boss could not, and proved crucial to maintaining personal relations among the Big Three. Beloved by some--such as Churchill, who believed that Hopkins "always went to the root of the matter"--and trusted by most--including the paranoid Stalin--there were nevertheless those who resented the influence of "the White House Rasputin." Based on newly available sources, *The Hopkins Touch* is an absorbing, substantial new work that offers a fresh perspective on the World War II era and the Allied leaders, through the life of the man who kept them on point until the war was won.

The Words that Remade America
The Indispensable Guide for Demonstrating Software
Washington
Tips and Tricks to Wow Your Customers
Great Demo!

101 Indispensable Tools, Tips, and Techniques for Any Situation
The Most Dangerous Book

In the pantheon of air power spokesmen, Giulio Douhet holds center stage. His writings, more often cited than perhaps actually read, appear as excerpts and aphorisms in the writings of numerous other air power spokesmen, advocates-and critics. Though a highly controversial figure, the very controversy that surrounds him offers to us a testimonial of the value and depth of his work, and the need for airmen today to become familiar with his thought. The progressive development of air power to the point where, today, it is more correct to refer to aerospace power has not outdated the notions of Douhet in the slightest. In fact, in many ways, the kinds of technological capabilities that we enjoy as a global air power provider attest to the breadth of his vision. Douhet, together with Hugh "Boom" Trenchard of Great Britain and William "Billy" Mitchell of the United States, is justly recognized as one of the three great spokesmen of the early air power era. This reprint is offered in the spirit of continuing the dialogue that Douhet himself so perceptively began with the first edition of this book, published in 1921. Readers may well find much that they disagree with in this book, but also much that is of enduring value. The vital necessity of Douhet's central vision-that command of the air is all important in modern warfare-has been proven throughout the history of wars in this century, from the fighting over the Somme to the air war over Kuwait and Iraq.

Create great product demos and sell more of your product with the strategies and inspiration in this book. Insightful interviews are presented with professionals who are giving killer product demos in several types of businesses today. The strategies taught in this book are based on the analysis of product demos that made history and brought millions to their companies (Apple, Intel, Microsoft, Tesla, and more). Every day thousands of companies give demos to sell their products. In pre-sales for enterprise software a bad demo can make your product look too complex to the point where decision makers won't buy it. In Software-as-a-Service (SaaS) you need to quickly convert signups into active and paying users. At a product launch event you want a perfect demo that is both persuasive and memorable. Remember Steve Jobs? What You'll Learn Apply a simple step-by-step method to create effective product demonstrations Know the 5 steps to create a wow moment Study the first exhaustive analysis of product demos that made history: Douglas Engelbart's Mother of All Demos; Steve Jobs' Macintosh, iPod, and iPhone; and many more Avoid common mistakes and maximize your presence as a technical presenter Align your demo with your sales process in enterprise software, Software-as-a-Service (SaaS), mobile apps, etc. Be aware of trends in technology for product demos Who This Book Is For Startup entrepreneurs, sales engineers, executive or sales representatives, and other professionals

Challenges conventional views about standardized testing to argue that success is more determined by self-discipline, and describes the work of pioneering researchers and educators who have enabled effective new teaching methods. Time is running out. Massive change is upon us and business to business (B2B) sales organizations are breaking down. The old sales strategies aren't working like they used to--you used to know exactly how to be effective, but now you're not so sure. Competitors have raced ahead and there are only two options left: Embrace the change. Or ignore it and fall behind. Discover the new rules. Inside Rule of 24, authors Robert D. Riefstahl and Daniel J. Conway show you how to not only survive, but thrive and dominate selling software in the new digital landscape. The rules have changed--customers are more educated, resourceful and directive than at any other time in history. Future-proof yourself and your sales team, understand what's coming next and how to deal with it. Inside Rule of 24, you will learn: How to transform your sales process by utilizing the power of extreme personalization > What the Rule of 24 is, and how it changes the way you think about selling How to audit yourself, your industry and learn exactly what your customer is expecting from you How to become a master of all of your selling mediums and crush your competition How to build seamless client interactions that thrill B2B buyers Written for companies who want to prosper and grow in the digital age, this book is your roadmap. After reading Rule of 24, you'll be riding atop the wave of imminent change, instead of helplessly swimming against it. Rule of 24 changes everything.

The Power of Personal Accountability
Rule of 24
The Six Habits of Highly Effective Sales Engineers
Your Handbook for Action
The Essential Guide to Navigate Your Proof of Concept
Winning at War

An Introduction to the Philosophy of Education, John Dewey's Democracy and Education addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, *Democracy and Education* is regarded as the seminal work on public education by one of the most important scholars of the century.

The Leader's Pocket Guide provides readers with on-the-job expertise to inspire and direct them on their professional journeys. Organized into three sections--self, colleagues, and organization--this useful guide spurs leaders to be ever growing in their careers, and includes lessons on major leadership concepts like why integrity should be your employees' most highly valued trait, how to lead in a way that empowers others to manage, and why you should identify, commit to, and live by six words. With 101 indispensable tips and tools to explore, you'll learn how to deliver inspiration, demonstrate character, develop confidence, communicate with authority, think critically, foster innovation, connect with others, resolve conflicts, add buzz to your leadership brand, coach for development, recognize achievement, instill company-wide purpose, and overcome adversity. Augmented by up-to-date research on the role of leaders and the expectations followers have for them, this pithy, powerful, and portable guide contains energizing action tips, clever formulas, self-assessments, and thoughtful places for deeper reflection to spur you toward becoming a top leader in your industry.

Strengthen family and community engagement to promote equity and increase student success! When schools, families, and communities collaborate and share responsibility for students' education, more students succeed in school. Based on 30 years of research and fieldwork, this fourth edition of a bestseller provides tools and guidelines to use to develop more effective and equitable programs of family and community engagement. Written by a team of well-known experts, this foundational text demonstrates a proven approach to implement and sustain inclusive, goal-oriented programs. Readers will find: Many examples and vignettes Rubrics and checklists for implementation of plans CD-ROM complete with slides and notes for workshop presentations

Is your program ready for the real world? Real world evaluation is a balance between art, science, accuracy, and cost. To set your program up for success, you need to start the measurement and evaluation journey with a clear destination in mind. In *Real World Training Evaluation*, Patricia and Jack Phillips hone in on ROI in learning and development and outline a clear pathway to seamless and credible evaluation. Learn to avoid real world barriers that commonly get in the way of talent development initiatives. Earn the respect of senior management by showing bottom-line impact, including the ROI. And start describing program successes in quantitative, qualitative, financial, and non-financial terms to win over crucial stakeholders. By demonstrating program results, you can help your organization link its human capital investment to operational excellence and sustainability. *Real World Training Evaluation* offers the directions and tools to get you there.

How to Recognize and Cultivate The Three Essential Virtues
Where Do We Go from Here?
Create and Deliver a Killer Product Demo
The Ultimate Sales Letter
Command Of The Air
Tactics for Leading Kickass Product Demos
How To Win Friends And Influence People

An inspirational self-improvement guide from a leader in personal and organizational accountability. Every day, we are faced with decisions from the moment we wake up until the moment we go to bed. Decisions about our families, our business, our futures. We are accountable for making decision, big and small, the cast the paths of our lives. So why do we spend so much time finger-pointing and blaming others? Mark Samuel is a master of accountability. In his book, teaches us how to go from victim to accountable and how to actually do what we say we are going to do. Taking ownership of the power of personal choice, regardless of the obstacles, means not only walking the talk but knowing what talk you are going to walk. Faced with fear of blame, fear of failure and fear of success, Samuel provides inspiration and strategy for impacting the world by achieving your goals. One of Samuel's main arguments in owning accountability is recognizing your current reality. He challenges readers to embrace certain "tools" that can place us in the right frame of mind to accept responsibility and accomplish all of our set goals both individually and as team members including: ·Compassion: in taking accountability, also creating solutions that consider the welfare of all parties involved and for the entire organization in general. ·Openness: let each member of the team, regardless of rank, have a chance to speak up and share their perspective in problem-solving ·Sincerity: acknowledge the current reality with honesty yet without judgment. Call it what it is without criticizing at this stage From identifying the common roadblocks to accountability to focusing on the factor of forgiveness in taking responsibility, Samuel shows readers how to effectively stop the cycle of victimhood and blaming and shows us how to engage in the "accountability loop," a process of pragmatic self-examination, recognition and owning, and action. Using examples from the worlds of business, sports, parables and his own life story, Samuel highly-praised accountability lessons are now available for anyone to learn from.

This indispensable sales tool shows you the ropes of lead qualification, the RFP process, and needs analysis and discovery, and explains how your technical know-how can add invaluable leverage to sales efforts at every step. You learn how to plan and present the perfect pitch, demonstrate products effectively, build customer relationship skills, handle objections and competitors, negotiate prices and contracts, close the sale, and so much more - including how to avoid the critical selling mistakes so often made by technical pros who jump to sales. The book also addresses key career management and team-building topics, and includes detailed case studies, concise chapter summaries, and handy checklists of skill-building tips that reinforce all the career-boosting skills and techniques you learn.

Draws on biblical principles to offer insights into the key concepts of mentor leadership, focusing on the importance of building meaningful relationships with others to significantly impact team performance. This deeply insightful guide to understanding what clients really want is "an indispensable resource for consultants" (Keith Ferrazzi, #1 New York Times bestselling author of Never Eat Alone). Independent consulting is a potentially lucrative enterprise—but the reality seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build profitable, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields, named one of *Advertising Age* magazine's "Marketing Top 100," delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed. "If I could have just one book on client strategy, this book would be it." —Marshall Goldsmith, #1 New York Times bestselling author of Triggers

**Maximizing Teaching and Learning Growth
Real World Training Evaluation
Understand and Implement Practices to Increase Your Proof of Concept Win-rate
The Ideal Team Player
A New History of World War II
The Leader's Pocket Guide**

Product Demos That Sell
"A flawless compendium of flaws." —Alice Roberts, PhD, anatomist, writer, and presenter of *The Incredible Human Journey* The antidote to fuzzy thinking, with furry animals! Have you read (or stumbled into) one too many irrational online debates? Ali Almassawi certainly had, so he wrote *An Illustrated Book of Bad Arguments!* This handy guide is here to bring the internet age a much-needed dose of old-school logic (really old-school, a la Aristotle). Here are cogent explanations of the straw man fallacy, the slippery slope argument, the ad hominem attack, and other common attempts at reasoning that actually fall short—plus a beautifully drawn menagerie of animals who (adorably) commit every logical faux pas. Rabbit thinks a strange light in the sky must be a UFO because no one can prove otherwise (the appeal to ignorance). And Lion doesn't believe that gas emissions harm the planet because, if that were true, he wouldn't like the result (the argument from consequences). Once you learn to recognize these abuses of reason, they start to crop up everywhere from congressional debate to YouTube comments—which makes this geek-chic book a must for anyone in the habit of holding opinions.

The Irresistible Consultant's Guide to Winning Clients
Making Yourself Indispensable
Just F*ing Demo!
The Hopkins Touch