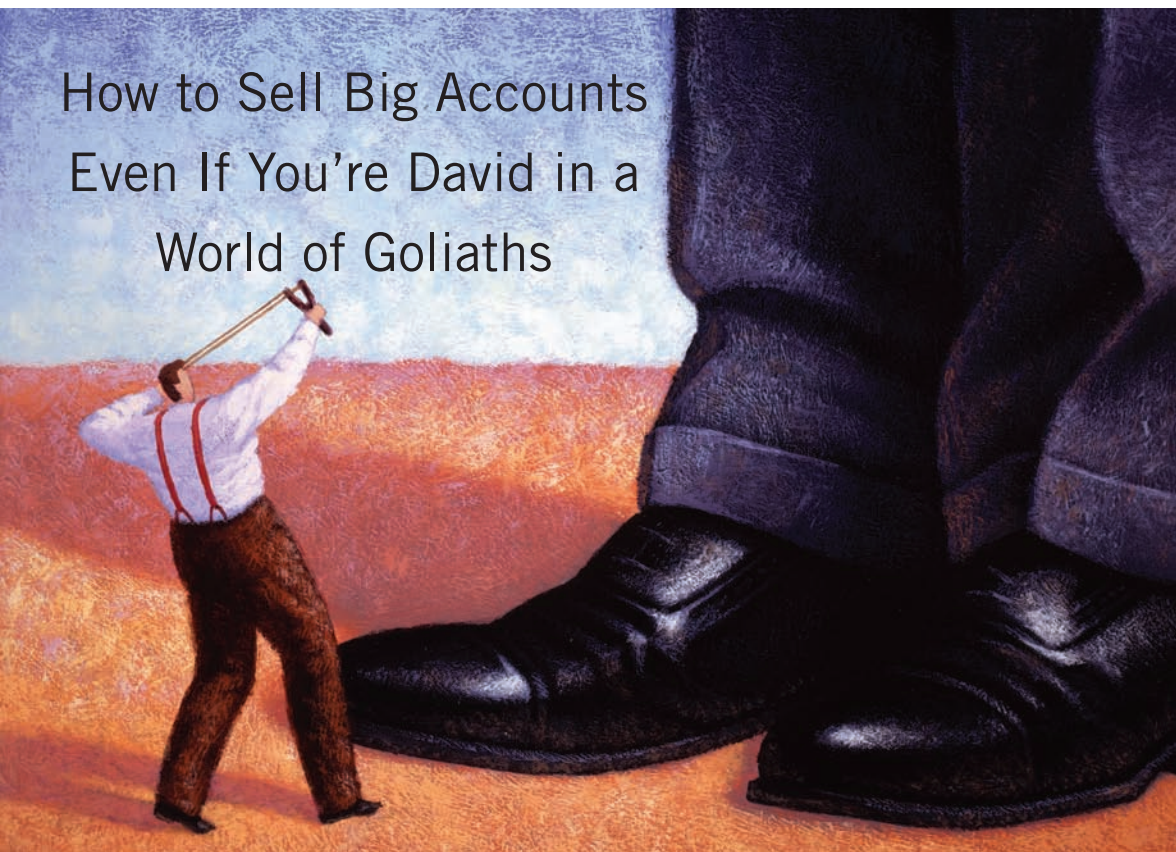


PLAYING BIGGER THAN YOU ARE

How to Sell Big Accounts
Even If You're David in a
World of Goliaths



William T. Brooks &
William P. G. Brooks

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**WILLIAM T. BROOKS
WILLIAM P. G. BROOKS**



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This book is dedicated to the memory of its biggest advocate: my late father, Bill Brooks. It was a great pleasure to finish his final book. This book is also dedicated to The Brooks Group's committed staff members, without whom we never would have been able to "play bigger than we are." I'd also like to thank Jeff Davidson, who was a strong contributor to this book. Corrie Lisk-Hurst also deserves much credit for helping us publish this book, as she was instrumental in its development.

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Preface

There was only one thing Bill Brooks loved more than winning a big deal: hearing about another salesperson scoring an even bigger one (unless that person was competing for the same business, of course!).

He would have been thrilled to see this, his final work, come to fruition. *Playing Bigger Than You Are: How to Sell Big Accounts Even If You're a David in a World of Goliaths* is a book designed to show you how to win the biggest deals—and why you should go for them—no matter how small your operation is.

There are two kinds of Goliaths.

First, they're corporate behemoths (and even governments). A "small" expenditure by a Goliath might make your (or your company's) decade. But Goliaths are also your larger competitors—those who have bigger budgets, more staff resources, and demonstrated expertise in supplying products or services for giant corporations.

Take heart, all you Davids out there. This book outlines strategies and specific techniques that will help Davids—like you and us—gain opportunities with the Goliaths of business. This book is also about holding your own against your most sophisticated competitors by playing bigger than you are—and smarter than they are.

Too many small businesses pay attention to the reasons they *can't* make deals. This book forces readers to focus instead on the

many reasons major corporations prefer smaller vendors and how to take advantage of this preference.

Everything in this book comes from experience. The Brooks Group is a small business by virtually any definition. By employing the ideas in this book, we've become the sales training provider of choice for many Goliaths. And we've beaten the Goliaths of our industry at the sales and sales management training game, time and time again.

How do you know if you're ready to sell to Goliaths? The answer to this question is in the first chapter of this book. You'll also learn why small businesses are uniquely qualified to sell to giants and find out not only which giants are the right ones to pursue but also where to find them.

Once you know whom you're pursuing, you need to know how they buy. Large corporations and government agencies often have complex and mysterious purchasing processes. This book discusses how corporate buyers make purchasing decisions and then turns to the topics of making successful sales presentations and eventually building on your successes.

If you're like many salespeople, you're preventing yourself from winning business from the giants, feeling daunted by the challenge. The middle chapters of this book will help you understand your own potential barriers to success, then show you how to position yourself properly to sell to giants.

The book investigates the ways Goliaths approach the process of making purchasing decisions. Many relatively recent shifts in the purchasing—or supply management—arena favor the Davids, if they understand how big companies think.

So, dive in. And start winning bigger accounts.

WILLIAM P. G. BROOKS
Greensboro, North Carolina

About the Authors

Author of dozens of sales and sales management training, hiring, and selection articles, Will Brooks has worked with hundreds of companies across dozens of industries to help them improve their sales and sales management training, development hiring and retention practices. Having worked closely with his father, the late William T. “Bill” Brooks, for more than a decade, Will is now carrying forward many of Bill’s time-tested and proven consulting theories and practices into the 21st century. Will continues to work with clients to develop and test new concepts and theories relative to the sales improvement arena. *Playing Bigger Than You Are* is a prime example of how looking at a sales strategy from a different angle can open opportunities for sales-driven companies of any size. The Brooks Group, Brooks’s 20-person sales consulting company, currently works with several branches of the military, as well as many large, well-branded and nationally known companies to help them drive more sales, more strategically.

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Selling to Giants Will Transform Your Business
