



Adapt or Fail: Process with Power

By Michael J. Nick

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Today's millennial is tomorrow's buyer. Millennial customers are more informed and skeptical, and their way of buying is completely different than Gen X'ers and Baby Boomers. This means that sellers must adapt--or risk being left behind.

In *Adapt or Fail*, top sales executive Michael Nick teaches you how to:

- Identify and communicate with key decision makers (especially millennials)
- Understand the buyer's process from the inside out
- Manage your digital presence to maximize interest in your product
- Focus your sales effort on the deals you can win

Adapt or Fail is the single guide that can help you better understand your customer, have more confidence throughout the buying process, and most importantly--close the sale. As Nick writes about deals closed in the past, "Many of these projects failed because of the buyer's lack of a deep understanding of their issues." *Adapt or Fail* ensures your customers will make the right decision, every time!

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Editorial Review

Review

"Imagine being a professional athlete and one day the rules of the game change. You have two choices, either adapt or fail. This book is about how buyers have changed the way they make strategic purchases and how sales professionals must adapt to those changes to succeed. Michael does not gloss over what you need to learn; he dives right into the heart of this new selling paradigm. He helps you learn to make the necessary changes in your sales process, tools, and training to accelerate your sales." --Jim Norton, EVP Sales & Marketing, Bomgar

"*Adapt or Fail* is a must-read for anyone in mid-tier and enterprise sales. Michael Nick succinctly illustrates the important changes that have altered our client's buying process and how that is affecting our sales cycles right now. And the solution is right there, from isolating your value to creating your business case, everything that is needed to bring reps into the new reality is there. My division now creates a business case on every opportunity thanks to Mike's work and it has made a big difference for us." --James Muir, VP Sales, Nextgen Healthcare

"I remember meeting Michael over 20 years ago when he was hired by Microsoft Business Solutions to develop a ROI Tool for a product we had developed and sold to them. His ideas were revolutionary and ahead of our time. Today, we still work with and depend on Michael. His vision and passion on how to successfully sell and demonstrate value are unique. Michael's advice simply works. What could better than that? All you have to do is listen and do it!" --Andy Vabulas, CEO, IBIS Inc.

"When a buyer searches the web for a need, they can get a million hits or more. How do you possibly end up on the top page when major corporations are pouring mounds of cash on marketing communications? *Adapt or Fail* really helps spell out tactics and techniques that you can use now to differentiate yourself from your competition. Practical ideas for selling to millennials, and great stories from training a flea to a nine year old structuring a deal, make this book a must have for any student of sales." --Michael Mullin, CEO IBS Inc.

"In *Adapt or Fail*, Michael provides an approach and set of tools to equip your salespeople with the financial strategies and skills they need to compel their prospects to buy now and from them. As one of the foremost experts on the topic of value selling, Michael has once again built the case for selling economic impact and provided a blueprint heads of sales can follow to bring in and reinforce this critical ability into their sales organizations." --Daniel Zamudio, founder & CEO, Playbox --**Reviews**

About the Author

Michael Nick is an international leader and expert in sales process and enablement. Founder of the ROI Selling program, Michael has worked with Rockwell Automation, Fiserv, Autodesk, HewlettPackard, Emerson, Compuware, Ingersoll Rand, Bomgar, and Microsoft Great Plains, and has been published in *Selling Power*, *Sales & Marketing*, and *Top Sales World* magazines. In 2015, Michael was named for the third year in a row as one of the top 50 most influential sales and marketing leaders in the world by TSW-- for the third year in a row, and he ranks in the top 50 sales gurus as listed by Sales Guru. Michael is the author of three best-selling books: *ROI Selling*, *Why Johnny Can't Sell*, and his latest Amazon top-ten business book, *The Key to the C-Suite*.

Users Review

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Mark Cabrera:

Do you have favorite book? In case you have, what is your favorite's book? Publication is very important thing for us to learn everything in the world. Each reserve has different aim as well as goal; it means that reserve has different type. Some people feel enjoy to spend their time to read a book. They are reading whatever they acquire because their hobby is reading a book. Consider the person who don't like reading a book? Sometime, man or woman feel need book when they found difficult problem or even exercise. Well, probably you will want this Adapt or Fail: Process with Power.

Marie Clemmer:

In this 21st hundred years, people become competitive in most way. By being competitive now, people have do something to make these survives, being in the middle of typically the crowded place and notice by means of surrounding. One thing that occasionally many people have underestimated that for a while is reading. Yeah, by reading a guide your ability to survive boost then having chance to remain than other is high. For yourself who want to start reading any book, we give you that Adapt or Fail: Process with Power book as beginner and daily reading e-book. Why, because this book is greater than just a book.

Susan Tarin:

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Jessica Adkins:

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