

Hope Is Not A Strategy The 6 Keys To Winning The Complex Sale

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Hope is not a strategy Hope is not a strategy Hope Is Not A Strategy

Not only will you hear it among military personnel, it is also a popular phrase in the business world. It was the title of a book written by Rick Page in 2001, Hope is Not a Strategy: The 6 Keys to Winning the Complex Sale, and one by Ted Gee in 2008, Hope Is Not a Strategy: Simple Solutions for Doing Business in the 21st Century.

Who Said "Hope Is Not a Strategy"? - YourDictionary

Hope Is Not a Strategy is most valuable for those who are new to large account and large ticket selling. For those with lots of experience, the book is helpful in providing a structure for sales team planning and coordination. As a test of the book's relevance, I took a potential sale that our firm is wrestling with and put it through the process. A number of valuable insights came from ...

Hope Is Not a Strategy: The 6 Keys to Winning the Complex ...

Hope is not a strategy: A CEO expressed her frustration with executives who ask to discuss potential challenges with their plans outside the harsh scrutiny of the strategy room. Most strategic plans look like hockey sticks, she says, "because hope springs eternal" that a projected "base case" will materialize. Now, when a business ...

Hope is not a strategy | McKinsey & Company

Hope is not a strategy may be an accepted aphorism, but so is the adage that "an 80 percent solution today is better than a 100 percent solution tomorrow or next week." Hope need not be the ending point of strategy, but it is an essential element. It frames strategy's narrative, and it prevents paralysis by analysis, allowing for creative, optimistic adaptation. The icon of the ...

HOPE IS NOT 'A' STRATEGY: IT'S THE ONLY STRATEGY - US Army ...

Hope inherently encourages misty-eyed thinking, it rounds off the corners of life's sharp edges and blinkers us to a future that might not be founded on reality. Hope as a strategy, rejects facts and glosses over evidence. We must distinguish between hope as a positive thinking attitude and hope as a strategy. Positive thinking in and of ...

Hope is not a strategy (but we still need it) | Distinction

Hope is not a strategy. Luck is not a factor. Fear is not an option.

Quote by James Cameron: "Hope is not a strategy. Luck is ...

Hope is not a strategy. Posted by Nick McConnell September 15, 2020 . The most recent update on retail sales from the KPMG-BRC monitor highlighted how physical stores continue to struggle despite the post lockdown retail sales rise. Over the three months to August the monitor reported that in-store sales of non-food items declined 17.8% on a total and 8.5% on a like-for-like basis. Whilst this ...

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Hope Is Not A Strategy Quote - Quotes About Inspiration

Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado. Master of the complex sale, Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales consultants and trainers in the world. He has taught his breakthrough selling strategies to ...

Hope Is Not a Strategy: The 6 Keys to Winning the Complex ...

Hope is a strategy. Yeah, right. But it is. After a few decades of helping organizations create highly actionable, measurable, living strategic plans that adapt to the changing world instead of ...

Hope Is a Strategy (Well, Sort Of) - Harvard Business Review

"No longer is being 'a good closer' the basis of sustainable success. Instead intakes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado Master of the complex sale, Rick Page is the author of the bestselling book, Hope Is Not a Strategy, and one of the most sought-after sales cons

Hope Is Not a Strategy: The 6 Keys to Winning the Complex ...

Hope becomes acceptable only when the risk is low enough to not require a strategy at all. Thus, hope is not a strategy, but a label you stick to something that you don't need to think about in great details. Next time you hear the word "hopefully" when discussing a strategy or part of one, ask yourself if the subject of that hope is important or risky enough to require a strategy. Don ...

Hope is not a strategy. | CoderHood

While hope is necessary, it alone is not a strategy. Before announcing change, ensure your leadership team can articulate how the change will help fulfill your mission long-term. If a decision seems to conflict with your values, lean into the tension and discuss why it's the right course. Proactively addressing tension helps people respect your reasoning and willingness to make tough ...

Hope Is Not a Strategy - Jarrard Phillips Cate & Hancock

They hope the two departments collaborate successfully (people work with each other). They hope the new initiative makes a difference (people buy into the idea). The problem is, if your outcome depends on other people to take action in a specific way, hope is not enough. As one of my business mentors used to say, "Hope is not a strategy".

Hope is not a strategy - Brilliant Minds

Hope is a beacon in dark times. There is significant evidence supporting that a strong belief in a desired outcome can influence achieving that outcome. My personal belief in the power of hope is significant - so much so that it is my daughter's middle name. Yet I entirely believe that Hope is Not A Strategy. Particularly in the face of ...

Hope is Not a Strategy - Caregiven

Hope is not a strategy. By Paul Bray in AV over IP, The Guide to AV over IP May 14, 2020 0. Moving to AV-over-IP is a strategic decision that needs detailed planning. Matching its integration with the overall IT strategy of the business is especially important, Paul Bray finds. If you are selecting an AV-over-IP solution and do not already have a company-wide AV strategy, now could be a good ...

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Hope is not a strategy - NIA

Hope Is Not a Strategy. Stephen Thorne. Feb 24, 2017 · 6 min read. This is the first of a series of articles I intend to write and publish, each one drawing from a part of the SRE book. I have ...

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