



Why Killer Products Don't Sell: How to Run Your Company to a New Set of Rules

Ian Gotts, Dominic Rowsell

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Coming from conversations with executive teams of technology companies, venture capitalists, and M&A advisers, the insights contained in *Why Killer Products Don't Sell* are gold dust. First the book lays bare the claim that sales is sales is sales. It exposes the 4 very different 'Buying Cultures' and how they should be approached: Value Offered, Value Added, Value Created, and Value Captured. But it also gives a proven methodology for assessing a company's product mix ('offering' vs 'buying culture'), and a transformation approach to optimize sales and improve competitiveness.

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