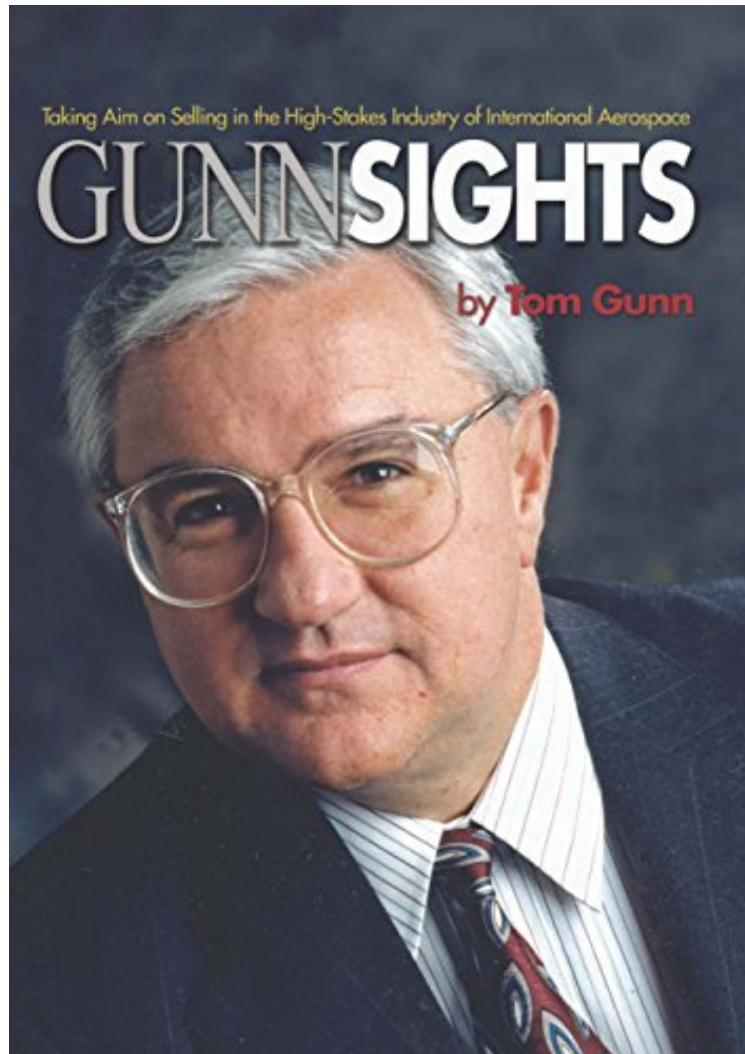


(Ebook pdf) Gunn Sights: Taking Aim on Selling in the High-Stakes Industry of International Aerospace

# Gunn Sights: Taking Aim on Selling in the High-Stakes Industry of International Aerospace

Tom Gunn

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## Tom Gunn : Gunn Sights: Taking Aim on Selling in the High-Stakes Industry of International Aerospace

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gunn Sights: Taking Aim on Selling in the High-Stakes Industry of International Aerospace:

0 of 0 people found the following review helpful. informative and colloquial By gusi liked it, mr. gunn is direct and to-the-point. he provides too many personal insights and references at times, but is generally pretty unbiased and provides great analysis of his industry. 2 of 5 people found the following review helpful. We Called Him Tommy Gunn By Steven L. Krause This remarkable memoir exposes some of the brilliance those of us who had the privilege of working with and for Tom during that past 25 years witnessed firsthand. In the ego and fear driven defense and aerospace

corporate environment of our time, he is uniquely counter cultural. Tom confronts this business with brutal honesty and a huge heart, and zero tolerance for puffery. This is a true story -- really a series of lessons -- told by a man who is first and mainly a servant: a servant of family, customers, employers, colleagues, subordinates, and especially of the workers who build the magnificent products at our company. This book is the consequence of his decision to serve an even wider audience. Winning in this business is too hard and demands the best from too many smart people for anyone who really understands to accept too much personal credit. And so, with characteristic selflessness, in this book Tom tells the tales of the many wins achieved by those who learned from him, followed his lead, made the personal sacrifices he inspired and withstood his withering intellect, and accomplished much more than they imagined possible. Competing against impossible odds as a member of his team was thrilling and usually successful. But make no mistake. The insights, the inspiration, the cleverness and creativity that made us win flowed from one source: the amazing heart and mind of Tom Gunn. If your definition of a good book is one that changes how you think, this one will not disappoint.

0 of 0 people found the following review helpful. Great book, not just for sales and marketing personnel. By VoodooJock

When one graduates a marketing program in college one leaves the relative security of an academic environment ready to run out and prove to the world that one has arrived. The smart ones figure out fairly quickly that the theories and manufactured studies designed to provide the right answer only work in a perfect, controlled environment and that the reality of life is a lot more complex and the answers are not as apparent as they were in school. This is one of the many reasons why this work is invaluable. The reader could probably get away with skipping to the end and seeing the stage checklist for a high-dollar government contract and be more successful than they were without it. However, they would miss out on the "why" behind those checklists. That's where the rest of the book comes into play. With a lot of personal anecdotes, stories, and insightful analysis on why they chose to do what they did at McDonnell, Gunn's book shows both the thought processes behind the process in addition to the process itself. His book, with great clarity and devoid of "jargon" and overly-technical writing, takes the reader on the journey of Mr Gunn's career and the lessons learned along the way. I'm not in marketing, and I'm not in sales. However, the book still provided me with a lot of good insights into managing my own project. Gunn's business was selling airplanes to a customer. Every organization has internal customers that they need to "sell" to as well. If someone discovers a new program that will allow the company to operate more efficiently, they'll need to sell that idea to their superiors and co-workers. A lot of what Gunn describes in his book would apply in that situation. You identify who has influence, who your competition is (those who want to say 'no'), and compile a proposal that answers how whatever you want to do solves the customer's problem. I found great value in Gunn's book, and highly recommend it to anyone in sales/marketing, or anyone with an interest in strategic management.

Tom Gunn had a life-altering career change in 1975 when he went from an eight-year stint as staff lawyer with the U.S. Senate to a job in aerospace sales and marketing at McDonnell Douglas. He knew a lot about military appropriations and classified developments, but almost nothing about marketing. Over the next twenty-two years, however, Gunn and the team he assembled developed a process for strategic selling and marketing that delivered \$250 billion in sales of military and commercial aircraft, missiles, space systems, and logistic support, against strong and at times cutthroat domestic and international competition. His book is both the story of that success and a handbook for anyone who wants to learn about high-powered selling, about assessing the competition and understanding the customer, and about using a defined process to shape strategic planning. Gunn details that process step by step, outlines cultural traps overseas and political realities at home, and makes his points in selected case studies.

About the Author Tom Gunn was an aerospace marketing executive with McDonnell Douglas from 1975 to 1997. He lives in St. Louis, Missouri.