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## Solution Selling Audiobook

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[The Psychology of Selling](#) Thomas Nelson  
What do winners of major sales do differently than the sellers who almost won, but ultimately came in second place? Mike Schultz and John Doerr, bestselling authors and world-renowned sales experts, set out to find the answer. They studied more than 700 business-to-business purchases made by buyers who represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results. Not only do sales winners sell differently, they sell radically differently, than the second-place finishers. In recent years, buyers have increasingly seen products and services as replaceable. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller—the insight seller—is winning the sale with strong prices and margins even

in the face of increasing competition and commoditization. In *Insight Selling*, Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners: Level 1 "Connect." Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people. Level 2 "Convince." Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options. Level 3 "Collaborate." Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team. They also found that much of the popular and current advice given to sellers can damage sales results. *Insight Selling* is both a strategic and tactical guide that will separate the good advice from the bad, and teach you how to put the three levels of selling to work to inspire buyers, influence their agendas, and maximize value. If you want to find yourself

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and your team in the winner's circle more often, this book is a must-read.

Cracked it! McGraw Hill Professional

In this age of rapidly-advancing technology, sales professionals need a reliable method for selling products and services that are perceived as sophisticated or complex. This book offers techniques for overcoming the customer's resistance, showing how to generate prospects and new business with a unique value-perception approach, create a set of tools that enable sales managers to manage pipeline, assign prospecting activity, control the cost of sales, and more.

**What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story** Red Wheel/Weiser  
Christopher Hitchens, described in the London Observer as "one of the most prolific, as well as brilliant, journalists of our time" takes on his biggest subject yet – the increasingly dangerous role of religion in the world. In the tradition of Bertrand Russell's *Why I Am Not a Christian* and Sam Harris's recent bestseller, *The End Of Faith*, Christopher Hitchens makes the ultimate case against religion. With a close and erudite reading of the major religious texts, he documents the ways in which religion is a man-made wish, a cause of dangerous sexual repression, and a distortion of our origins in the cosmos. With eloquent clarity, Hitchens frames the argument for a more secular life based on science and reason, in which hell is replaced by the Hubble Telescope's awesome view of the universe, and Moses and the burning bush give way to the beauty and symmetry of the double helix.

**Mastering the Complex Sale** John Wiley & Sons

Why do salespeople frequently fail to execute-even when they know what they should do?

The New Solution Selling Penguin

FROM THE BESTSELLING AUTHOR OF SOLUTION SELLING The program that is revolutionizing highend selling, by showing companies how to "clone" their top sales performers CEOs would pay anything to replicate their best salespeople;

CustomerCentric Selling™ explains instead how to replicate their skills. It details a repeatable, scalable, and transferable sales process that formats the questions that superior salespeople ask, and then uses the results to influence and enhance the words and behaviors of their colleagues. CustomerCentric Selling™ shows salespersons how to differentiate themselves and their offerings by appealing to customer needs, steering away from making one-way presentations and toward having meaningful and goal-oriented conversations.

Currently offered in workshops and seminars around the world, its program provides step-by-step directions to help sales professionals: Transform sales calls into interactive conversations Position their offerings in relation to buyer needs Facilitate a more consistent customer experience Achieve shorter sales cycles Integrate sales and marketing into a cooperative, cross-functional team CustomerCentric Selling™ details a trademarked sales process that incorporates dozens of elements, skills, and

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sequences into a coherent and proven methodology. By teaching a specific yet innovative model for selling big ticket, often-intangible products and services, it shows sales professionals and executives how to make the seller-buyer relationship far less adversarial, and take selling to a higher level.

**God Is Not Great** Simon and Schuster

Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

The Science of Selling

HarperCollins UK

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions

Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

*Sell Or Be Sold* Sourcebooks, Inc.

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." –Geoffrey A. Moore, author of *Crossing the Chasm and Dealing with Darwin* "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." –Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." –Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and

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how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation The Solutions Oriented Leader McGraw Hill Professional Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve." —Karen Quintos, CMO and SVP, Dell Inc. "The concepts outlined in this book are critical skills to building a world-class presales organization." —Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP "Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We've never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm." —Jerry D. Cline, Senior Vice President, Retail Sales and Marketing,

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AmerisourceBergen Drug Company heroes and they achieve  
"The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!" –Ken Powell, Vice President, Worldwide Sales Enablement, ADP "The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool." –Aron Ain, CEO, Kronos About the Book: In today's highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition—or you will lose out. And the way to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story—the one in which they are the success. Erik Peterson and Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in *Conversations That Win the Complex Sale*. Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals. With *Conversations That Win the Complex Sale*, you'll learn how to: Differentiate yourself from the competition by finding your "Value Wedge" Avoid parity in your value propositions by creating "Power Positions" Create a message that can literally double the number of deals you close Spike customer attention and create "Wow" in your conversations Prove all your claims without resorting to lists of boring facts and statistics Your competitors are out there telling their own corporate story—a story customers don't want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging

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their would-be customers. Conversations That Win the Complex Sale helps you create and deliver messages that customers care about, giving your brand the clear edge in today's crowded markets.

*The Sales Leader's Problem Solver* McGraw Hill Professional

David Kepler, thrust into responsibility for a national sales force, develops a new company-saving business approach, in a novel showing business readers how to apply that approach to their own sales and marketing dilemmas

Relentless Solution Focus: Train Your Mind to Conquer Stress, Pressure, and Underperformance

AMACOM/American Management Association

The breakthrough process used by more than 500,000 sales professionals worldwide! The Solution Selling Fieldbook helps you integrate the plan's nuts-and-bolts techniques into your own day-to-day practices, and immediately gain access to key decision makers, diagnose buyers' business issues, and increase top-line sales.

Building on the processes, principles, and management systems outlined in *The New Solution Selling*, this practitioner's workbook features: A complete step-by-step blueprint for sales success A trial copy of Solution Selling software A

valuable Solution Selling CD-ROM that includes tools, templates, and sales letters Includes Exclusive Solution Selling Software on CD-ROM More than 120 work sheets on negotiating, opportunity assessments, implementation plans, and more Letters/e-mail templates Coaching on Solution Selling techniques Import/export capabilities Links to more Solution Selling content **Sell the Way You Buy** McGraw Hill Professional

While a Vice President at Salesforce, David Priemer had an epiphany during one of the company's high-pressure selling periods: the very sales tactics they were using were not working on him. Yes, the numbers still showed results, but through brute force rather than elegance and efficiency. Priemer also discovered that his sales colleagues were spending far more time on leads that did not convert to sales than on those that did. His company--and his entire profession--was acting with more than enough gusto, but without enough awareness and empathy. They were not selling the way they buy. *Sell the Way You Buy* is about much more than putting yourself in the customer's shoes. Customers don't always know what they want or need, or they may be seeking a solution for something that isn't their core problem. They suffer from status quo bias, from recency

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bias, from confirmation bias. And meanwhile, the state of overwhelming choice has most products and solution providers adrift in the "Sea of Sameness." In today's world, almost everyone is in sales, but as Priemer realized, we don't teach it. *Sell the Way You Buy* will show you how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to customers (how to talk to people). Priemer reveals scientifically supported methods to understand the customer, identify their needs, and move them toward the right solution--all the while teaching you to avoid all the reasons why the average person doesn't like salespeople. In short, to sell the way you buy.

Being The Solution Taylor & Francis

In a constantly BUSY world, where time for reading is scarce, AUDIOBOOKS emerge as an innovative solution. In *"How to Sell More Audiobooks: Secrets to Boost Your Sales,"* discover EFFECTIVE STRATEGIES to transform your books into captivating auditory experiences. This practical guide explores INNOVATIVE METHODS to conquer an increasingly larger audience and maximize your audiobook sales. Find out how to adapt your work to the audio format, using engaging techniques to attract and maintain listeners' attention. Learn to explore the unique benefits of audiobooks and to highlight your content in a unique way. With practical tips and market secrets, this book offers a clear script to boost

your sales and conquer a prominent space in the expanding audiobook market. Whether you are an author, editor, or entrepreneur, this guide will be your strategic companion to capitalize on the potential of audiobooks. Uncover the secrets to boost your sales and position yourself at the forefront of this growing market.

*Selling Is Hard. Buying Is Harder.* AMERICA BOOKS

"After I sent my team to the Question Based Selling program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim Cusick, vice president of sales, SAP America, Inc. "Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!"—Alan D. Rohrer, director of sales, Hewlett Packard For nearly fifteen years, *The Secrets of Question Based Selling* has been helping great salespeople live you deliver big results. It's commonsense approach has become a classic, must-have tool that demonstrates how asking the right questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and there are

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countless contradictory sales training programs promising results. Knowing where you should turn to for success can be confusing. Now fully revised and updated, *The Secrets of Question Based Selling* provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies and techniques that will increase your probability of success. How you sell has become more important than the product. With this hands-on guide, you will learn to:

- Penetrate more accounts
- Overcome customer skepticism
- Establish more credibility sooner
- Generate more return calls
- Motivate different types of buyers
- Develop more internal champions
- Close more sales...faster

And much, much more

**SPIN® -Selling** Entrepreneur Press

Solving complex problems and selling their solutions is critical for personal and organizational success. For most of us, however, it doesn't come naturally and we haven't been taught how to do it well. Research shows a host of pitfalls trips us up when we try: We're quick to believe we understand a situation and jump to a flawed solution. We seek to confirm our hypotheses and ignore conflicting evidence. We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes. And when we communicate our recommendations, we forget our reasoning isn't obvious to our audience. How can we do it better? In *Cracked It!*, seasoned strategy professors and consultants Bernard Garrette, Corey Phelps and Olivier Sibony present a rigorous and practical four-step approach to overcome these pitfalls. Building on tried-and-tested (but rarely revealed) methods of top strategy consultants, research in cognitive psychology, and the latest advances in design thinking, they provide a step-by-step process and toolkit that will help readers tackle any challenging business problem. Using compelling stories and detailed case examples, the authors guide readers through each step in the process: from how to state, structure and then solve problems to how to sell the solutions. Written in an engaging style by a trio of experts with decades of experience researching, teaching and consulting on complex business problems, this book will be an indispensable manual for



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anyone interested in creating value by helping their organizations crack the problems that matter most. *Solution Selling: Creating Buyers in Difficult Selling Markets* AMACOM

Sales isn't about pushing products or being efficient; it's about building the right systems to manage and empower your salespeople. If you read nothing else on sales, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you understand how to create the conditions for sales success. This book will inspire you to:

- Understand your customer's buying center
- Integrate your sales and marketing operations
- Assess your business cycle and its impact on your sales force
- Transition away from solution sales
- Leverage the power of micromarkets
- Introduce tiebreaker selling and consensus selling
- Motivate your sales force properly

This collection of articles includes "Major Sales: Who Really Does the Buying," by Thomas V. Bonoma; "Ending the War Between Sales and Marketing," by Philip Kotler, Neil Rackham, and Suj Krishnaswamy; "Match Your Sales Force Structure to Your

Business Life Cycle," by Andris A. Zoltners, Prabhakant Sinha, and Sally E. Lorimer; "The End of Solution Sales," by Brent Adamson, Matthew Dixon, and Nicholas Toman; "Selling into Micromarkets," by Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami; "Dismantling the Sales Machine," by Brent Adamson, Matthew Dixon, and Nicholas Toman; "Tiebreaker Selling," by James C. Anderson, James A. Narus, and Marc Wouters; "Making the Consensus Sale," by Karl Schmidt, Brent Adamson, and Anna Bird; "The Right Way to Use Compensation," by Mark Roberge; "How to Really Motivate Salespeople," by Doug J. Chung; and "Getting Beyond 'Show Me the Money,'" an interview with Andris Zoltners by Daniel McGinn.

*The Quadrant Solution* Page Two

"Always be closing!"  
—Glengarry Glen Ross, 1992

"Never Be Closing!" —a sales book title, 2014 "?????"  
—salespeople everywhere, 2017

For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the "take delivery" close to the "now or never" close. But these

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tactics often alienated customers, leading to fads for the "soft" close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes.

Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you've set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. *The Lost Art of Closing* will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a Commitment to Invest early in the process.
- Ask for a Commitment to Build Consensus within the client's organization, ensuring that your solution has early buy-in from all stakeholders.
- Prevent the possibility of the sale falling through at the last minute by proactively securing a Commitment to Resolve Concerns.

*The Lost Art of Closing* will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.

*The Challenger Sale* Phoenix Books  
Double and triple your sales--in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

**Solution Selling in Information Businesses** AMACOM  
Div American Mgmt Assn  
Now, for the first time ever,

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the time-tested, proven techniques perfected by the world-famous Dale Carnegie® sales training program are available in book form. The two crucial questions most often asked by salespeople are: "How can I close more sales?" and "What can I do to reduce objections?" The answer to both questions is the same: You learn to sell from a buyer's point of view. Global markets, increased technology, information overload, corporate mergers, and complex products and services have combined to make the buying/selling process more complicated than ever. Salespeople must understand and balance these factors to survive amid a broad spectrum of competition. Moreover, a lot of what the typical old-time salesperson did as recently as ten years ago is now done by e-commerce. The new sales professional has to capture and maintain customers by taking a consultative approach and learning to unearth the four pieces of information critical to buyers, none of which e-commerce alone can yield. The Sales Advantage will enable any salesperson to develop long-term customer relationships and help make those customers more successful—a key competitive advantage. The book includes specific advice for each stage of the eleven-stage selling process, such as:

- How to find prospects from both existing and new accounts
- The importance of doing research before approaching potential customers
- How to determine customers' needs, such as their primary interest (what they want), buying criteria (requirements of the sale), and dominant buying motive (why they want it)
- How to reach the decision makers
- How to sell beyond questions of price

The cutting-edge sales techniques in this book are based on interviews accumulated from the sales experiences of professionals in North America, Europe, Latin America, and Asia. This book, containing more than one hundred examples from successful salespeople representing a wide variety of products and services from around the world, provides practical advice in each chapter to turn real-world challenges into new opportunities. The Sales Advantage is a proven, logical, step-by-step guide from the most recognized name in sales training. It will create mutually beneficial results for salespeople and customers alike.

**Zero to Sold** John Wiley and Sons

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The Web has changed the game for negotiation to assessing and your customers— and, therefore, for developing the skills of your sales you. Now, CustomerCentric Selling, force, you'll learn how to make already recognized as one of the sure that each step your business premier methodologies for managing takes is the right one. the buyer-seller relationship, helps you level the playing field so you can reach clients when they are ready to buy and create a superior customer experience. Your business and its people need to be "CustomerCentric"—willing and able to identify and serve customers' needs in a world where competition waits just a mouse-click away. Traditional wisdom has long held that selling means convincing and persuading buyers. But today's buyers no longer want or need to be sold in traditional ways. CustomerCentric Selling gives you mastery of the crucial eight aspects of communicating with today's clients to achieve optimal results: Having conversations instead of making presentations Asking relevant questions instead of offering opinions Focusing on solutions and not only relationships Targeting businesspeople instead of gravitating toward users Relating product usage instead of relying on features Competing to win—not just to stay busy Closing on the buyer's timeline (instead of yours) Empowering buyers instead of trying to "sell" them What's more, CustomerCentric Selling teaches and reinforces key tactics that will make the most of your organization's resources. Perhaps you feel you don't have the smartest internal systems in place to ensure an ideal workflow. (Perhaps, as is all too common, you lack identifiable systems almost entirely.) From the basics—and beyond—of strategic budgeting and