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A proven business paradigm that Mastering the Complex raises the bar for all sales methodologies. Mastering the Complex Sale, Second Edition redefines the strategy of the complex sale, showing you how to * Gain access to and connect with the highest levels of power and influence * Differentiate yourself from competitors early in the sales process * Dramatically reduce the sales cycle time * Create questions that bring unrestricted flows of information * Separate real business from resource drains ...

Mastering the Complex Sale: How to Compete and Win When ...

Mastering the Complex Sale. : How to Compete and Win When the Stakes are High! , Second Edition. Author (s): Jeff Thull. First published: 21 November 2011. Print ISBN: 9780470533116 | Online ISBN: 9781118258019 | DOI: 10.1002/9781118258019. Copyright © 2010 Jeff Thull.

Mastering the Complex Sale | Wiley Online Books

Continuing to evolve the breakthrough thinking of his bestselling classic Mastering the Complex Sale in this new edition, Jeff Thull once again pushes the envelope to give professionals from individuals struggling with their first call, to senior executives trying to figure out why their value strategy is falling short a comprehensive guide to navigate and win high-stakes sales. You will

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the conventional solutions-based, seller-first approach to sales into a diagnostic-based, customer-centric approach. In fact, a smarter way to sell, Thull persuasively argues in *Mastering the Complex Sale*, is to stop selling in the conventional sense and adopt a practical proven approach called Diagnostic Business Development (or the Prime Process).

Mastering the Complex Sale - businessstraining.com.mx

Updated September 24, 2020. A complex sale is one that includes more than one decision-maker. To close a complex sale, a salesperson must convince at least a majority of the decision-makers, rather than needing to influence just one person. Learn more about what's involved in complex sales and tips for closing them.

Complex Sale: What Is It?

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Mastering the Complex Sale - Second Edition, by Jeff Thull

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3. A Proven Approach to Complex Sales. You're Either Part of Your System or Somebody Else's. 4. Discover the Prime Customer. Optimum Engagement Strategies. 5. Diagnose the Complex Problem. The Optimal Source of Differentiation. 6. Designing the Complex Solution. Prevent Unpaid Consulting. 7. Delivering on the Prime Promise.

Mastering the Complex Sale: How to Compete and Win When ...

Mastering the Complex Sale, How to Compete and Win When the Stakes are High is a book that will help great sales people sell better and new sales staff learn from the mistakes of others. There's so much insight in Mastering the Complex Sale, How to Compete and Win When the Stakes are High and it should be mandatory reading for every sales person and marketer on your staff.

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Mastering the Complex Sale: How to Compete and Win When ...

The second edition of Mastering the Complex Sale is the handbook that defines the skill and category best though. An incredible read that's full of useful, actionable information with the added benefit of several years of real-world experiences added to back up the methods.

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Continuing to evolve the breakthrough thinking of his best-selling classic Mastering the Complex Sale, in this new edition Jeff Thull once again pushes the envelope to give professionals - from individuals struggling with their first call, to senior executives trying to figure out why their value strategy is falling short - a comprehensive guide to navigate and win high-stakes sales. You will find yourself rethinking your beliefs about selling, applying this straightforward strategy, and ...

Mastering the Complex Sale: How to Compete and Win When ...

Mastering the Complex Sale: How to Compete and Win When the Stakes are High! by Jeff Thull. If you specialize in complex sales, the business-to-business transactions that involve multiple decisions made by multiple people from multiple perspectives, this is

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the book for you! It presents The Prime Process - a diagnostic, customer-centered ...

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 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

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Tschanz, Vice President, North American

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–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

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Praise for Exceptional Selling "Thull's leading-edge thinking makes this book extraordinary. This straightforward guide to communicating across all cultures with credibility and respect will give you a significant competitive advantage in a complex and crowded global marketplace."

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–Guenter Lauber, Vice President, Siemens Energy & Automation, Inc., EA Systems

"Exceptional Selling may be one of the most important books written on sales and marketing communications for high stakes sales. It shows you how to stand apart from your competition, communicate with great clarity, and position your solution as the most compelling choice for the long term."

–Rob Mancuso, Senior Vice President, Investors Financial Services Corp. "Thull has taken consultative and collaborative sales to new heights. The knowledge in this book is priceless. The trust and respect created by the diagnostic process is a must-have for success here in Asia and around the globe. It enables us to differentiate ourselves early and achieve long-lasting success." –Tay Chong Siew, Major Customer Director, North Asia, BOC Gases "Having achieved exceptional success by working with Thull and

implementing the strategy and process in his first two books, I'm astounded that his leading-edge thinking is captured in yet more detail in another brilliant book. The conversation examples of his powerful diagnostic approach will bring even greater success to our organization. Truly exceptional!" –Alberto Chacin, Director of On Demand Services LAD, Oracle USA "Exceptional Selling is a dramatic departure from the vast majority of sales books. It scares me to see all the ways in which we can self-sabotage our sales opportunities-but that's only

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Chapter one. Throughout the book, Thull describes compelling examples of how to succeed in a cluttered marketplace." –Steven Rodriguez, Senior Vice President, Ceridian Corporation "Thull has again extended the concepts and thinking he developed in The Prime Solution and Mastering the Complex Sale. This is an essential read for anyone working to understand his customers in a complex world." –Wayne Hutchinson, Vice President of SalesMarketing and Consulting, Shell Global Solutions International B.V.

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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, AmerisourceBergen Drug Company "The best salespeople sit across the table and make

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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 heroes and they achieve 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

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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 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 Maverick Method is a powerful and unique selling method that provides the complete picture of how complex sales work. The Method has been researched, developed and practiced over a twenty-year period. We have studied and modeled over one hundred of the most successful salespeople. Unlike other selling methods the Maverick Method has been proven by salespeople on the front lines of the most difficult selling environments imaginable.

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The Mavericks that we have modeled have been able to create new markets, dominate their market segments and marginalize their competitors. What you will learn from the Maverick Selling Method: How a complex sale really works How to control the buying process How to customize your selling process for your unique product How to set and change the rules that will justify the buying decision How to marginalize any competitor How to close the deal in a predictable manner before your competitor even knows they have lost What Mavericks do differently How you can become a Maverick

"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 consultants and trainers in the world. He has taught his breakthrough selling strategies to thousands of people in 150 companies across 50 countries--an amazing platform that has helped his message spread like wildfire. This paperback edition of Page's runaway sales bestseller schools readers in Page's simple, six-step process for making the sale--no matter how complex the deal or how many people are involved in the buying decision. Integrating the winning

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The New Psychology of Selling The sales profession is in the midst of a perfect storm. Buyers have more power—more information, more at stake, and more control over the sales process—than any time in history. Technology is bringing disruptive change at an ever-increasing pace, creating fear and uncertainty that leaves buyers clinging to the status quo. Deteriorating attention spans have made it difficult to get buyers to sit still long enough to “challenge,” “teach,” “help,” give “insight,” or sell “value.” And a relentless onslaught of “me-too” competitors have made differentiating on the attributes of products, services, or even price more difficult than ever. Legions of salespeople and their leaders are coming face to face with a cold hard truth: what once gave salespeople a competitive edge—controlling the sales process, command of product knowledge, an arsenal of technology, and a great pitch—are no longer guarantees of success. Yet this is where the vast majority of the roughly \$20 billion spent each year on sales training goes. It’s no wonder many companies are seeing 50 percent or more of

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their salespeople miss quota. Yet, in this new paradigm, an elite group of top 1 percent sales professionals are crushing it. In our age of technology where information is ubiquitous and buyer attention spans are fleeting, these superstars have learned how to leverage a new psychology of selling—Sales EQ—to keep prospects engaged, create true competitive differentiation, as well as shape and influence buying decisions. These top earners are acutely aware that the experience of buying from them is far more important than products, prices, features, and solutions. In Sales EQ, Jeb Blount takes you on an unprecedented journey into the behaviors, techniques, and secrets of the highest earning salespeople in every industry and field. You'll learn: How to answer the 5 Most Important Questions in Sales to make it virtually impossible for prospects to say no How to master 7 People Principles that will give you the power to influence anyone to do almost anything How to shape and align the 3 Processes of Sales to lock out competitors and shorten the sales cycle How to Flip the Buyer Script to gain complete control of the sales conversation How to Disrupt Expectations to pull buyers towards you, direct their attention, and keep them engaged How to leverage Non-Complementary Behavior to eliminate resistance, conflict, and objections How to employ the Bridge Technique to gain the micro-commitments and next steps you need to keep your deals from stalling How

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to tame Irrational Buyers, shake them out of their comfort zone, and shape the decision making process How to measure and increase you own Sales EQ using the 15 Sales Specific Emotional Intelligence Markers And so much more! Sales EQ begins where The Challenger Sale, Strategic Selling, and Spin Selling leave off. It addresses the human relationship gap in the modern sales process at a time when sales organizations are failing because many salespeople have never been taught the human skills required to effectively engage buyers at the emotional level. Jeb Blount makes a compelling case that sales specific emotional intelligence (Sales EQ) is more essential to success than education, experience, industry awareness, product knowledge, skills, or raw IQ; and, sales professionals who invest in developing and improving Sales EQ gain a decisive competitive advantage in the hyper-competitive global marketplace. Sales EQ arms salespeople and sales leaders with the tools to identify their most important sales specific emotional intelligence developmental needs along with strategies, techniques, and frameworks for reaching ultra-high performance and earnings, regardless of sales process, industry, deal complexity, role (inside or outside), product or service (B2B or B2C).

For salespeople at all levels, a practical guide designed to personalize the sales

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process, increase efficiency, maximize sales, and create satisfaction for sales staff, management, and clients alike.

Every high-tech sales team today has technical pros on board to “explain how things work,” and this success-tested training resource is written just for them. This newly revised and expanded third edition of an Artech House bestseller offers invaluable insights and tips for every stage of the selling process. This third edition features a wealth of new material, including new chapters on business-driven discovery, white boarding, trusted advisors, and calculating ROI. This invaluable book equips new sales engineers with powerful sales and presentation techniques that capitalize on their technical background—all spelled out step-by-step by a pair of technical sales experts with decades of eye-popping, industry-giant success under their belt.

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