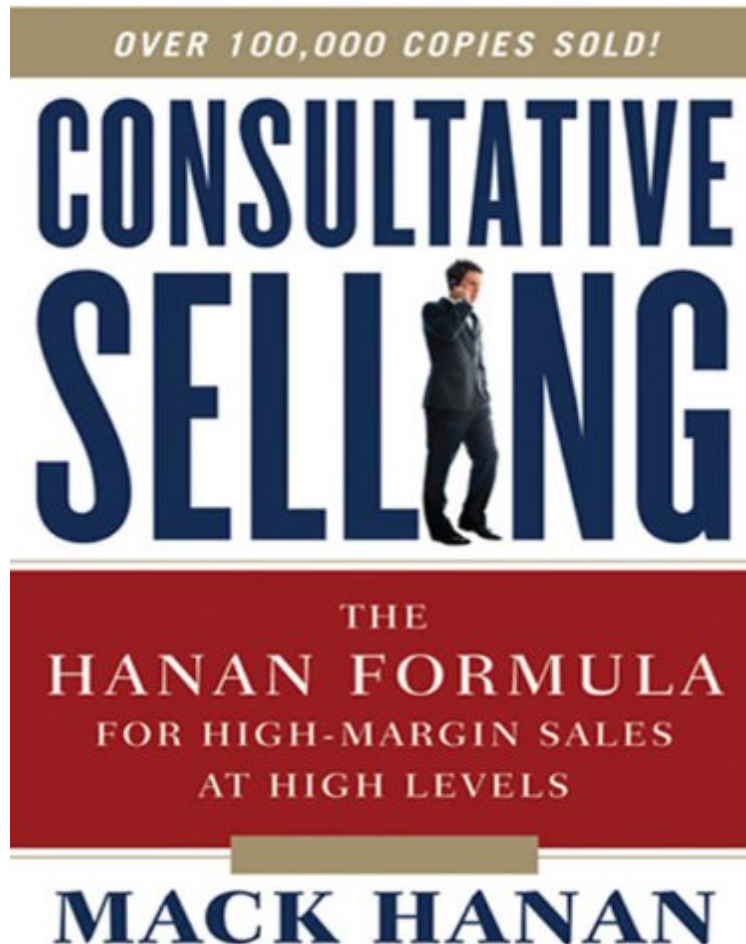


# Consultative Selling: The Hanan Formula for High-Margin Sales at High Levels

Mack HANAN

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Hanansquo;s Consultative Selling has empowered countless sales professionals to reap maximum success, and the Eighth Edition is here to take themdash;and youmdash;to the next level, with brand new sections on: Creating a two-tiered sales model to separate consultative sales from commodity sales bull; Building and using consultative databases for value propositions and proof of performance bull; Studying your customersrsquo; cash flows to win proposals bull; Using consultative selling strategies on the Web bull; Coping withdash;and reversingdash;the inevitable ldquo;nordquo; Consultative Selling is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics that will make your customersrsquo; competitiondash;and your own rivalsdash;irrelevant.