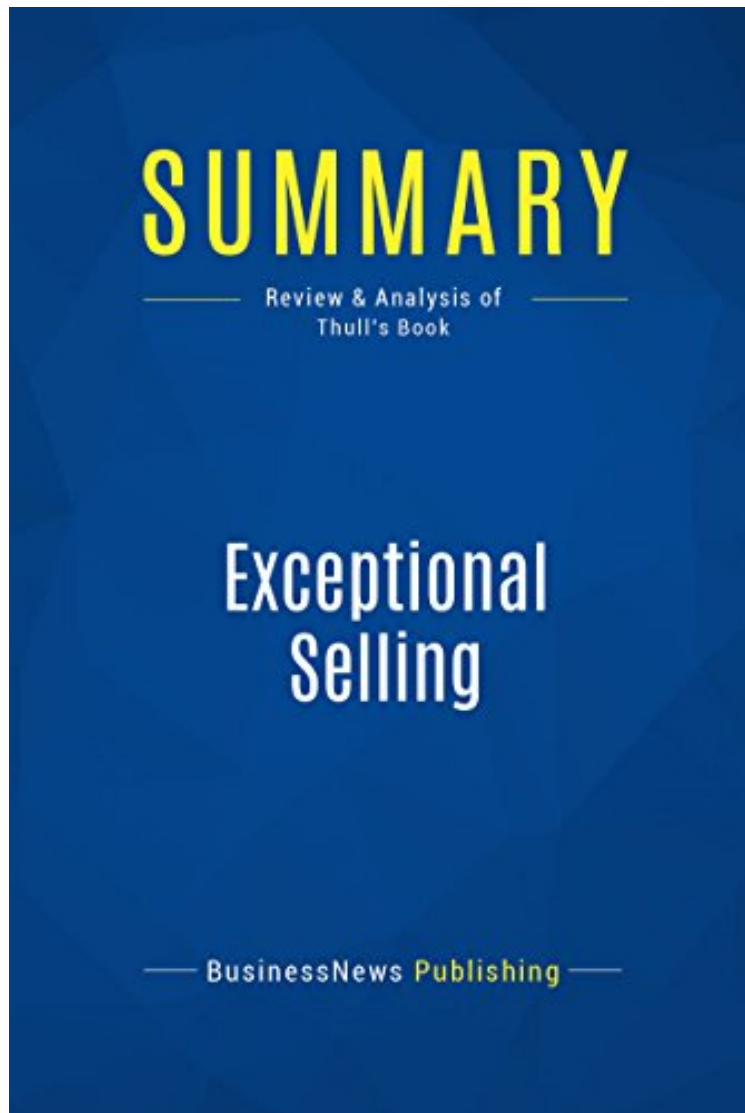


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BusinessNews Publishing : Summary: Exceptional Selling: Review and Analysis of Thull's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Exceptional Selling: Review and Analysis of Thull's Book:

The must-read summary of Jeff Thull's book: "Exceptional Selling: How the Best Connect and Win in High Stakes Sales". This complete summary of the ideas from Jeff Thull's book "Exceptional Selling" shows that the days of using canned or memorised sales pitches to make complex sales are now well and truly gone. Instead, you need to be having

genuine and authentic conversations with your customers. This summary shows that becoming a successful communicator lies at the very heart of success in making complex sales. This is more than being a good conversationalist ndash; you need to engage in diagnostic discussions where the customer's actual problems are discussed in detail, a unique rather than a simplistic solution is suggested and customers become anchored in the solution you are proposing. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Exceptional Selling" and discover valuable tips and tricks to become more successful in making complex sales.