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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 find yourself rethinking your beliefs about selling, applying this straightforward strategy, and ...

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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).

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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

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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, 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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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

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