

Solution Selling: Creating Buyers in Difficult Selling Markets

By Michael Bosworth

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``Solution Selling is the most comprehensive sales and sales management process available today. Mike Bosworth has the best understanding of sales process in corporate America."Jeffrey M. Fisher, Vice President, Symix Computer Systems.

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Editorial Review

Review
Solution Selling is the most comprehensive sales and sales management process available today. Mike Bosworth has the best understanding of sales process in corporate America."--Fisher, Jeffrey M. "Vice President, Symix Computer Systems "

Solution Selling is an excellent vehicle to teach new salespeople critical sales skills and allow experienced salespeople to fine tune their skills. Solution Selling is the best methodology I've seen for placing emphasis on business issues rather than product."--Gorshi, Dan "Sales Manager, AT&T Global Business Communications Systems "

From the Back Cover
When products or services are hard to describe, intangible, have long sell cycles, or are expensive, chances are they're difficult to sell. In situations like this, conventional sales techniques not only don't help, they may in fact hinder success. Solution Selling is a process to take the guesswork out of difficult-to-sell, intangible products and services. It enables sellers to make the way they sell as big an advantage as their product or service. After reading this book, salespeople and sales managers will be able to use a well-tested model that guides them through the process of selling. No more smoke and mirrors, blind luck, or high-pressure selling. Just a step-by-step system that ensures a higher rate of success for salespeople and a higher probability that the buyer's expectations will be met.

About the Author
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From reader reviews:

David Pell:

Book is to be different for each and every grade. Book for children right up until adult are different content. As we know that book is very important for people. The book Solution Selling: Creating Buyers in Difficult Selling Markets ended up being making you to know about other information and of course you can take more information. It is quite advantages for you. The guide Solution Selling: Creating Buyers in Difficult Selling Markets is not only giving you a lot more new information but also being your friend when you sense bored. You can spend your current spend time to read your guide. Try to make relationship while using book Solution Selling: Creating Buyers in Difficult Selling Markets. You never really feel lose out for everything if you read some books.

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Susan Frame:

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