

EXCEPTIONAL SELLING

How the Best Connect and Win in High Stakes Sales

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JEFF THULL is a business strategist and advisor. He is the president and CEO of his own consulting firm, Prime Resources Group. Mr. Thull has designed and delivered business transformation programs for Shell Global Solutions, 3M, Microsoft, Siemens, Citicorp, IBM, Georgia-Pacific and many other companies. He is also an experienced keynote speaker having delivered more than 2,500 speeches and seminars worldwide. Mr. Thull is also the author of *The Prime Solution* and *Mastering the Complex Sale*.

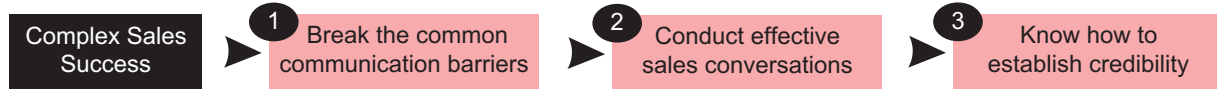
The Web site for this book is at www.primeresource.com.

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MAIN IDEA

The days of using canned or memorized 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. Becoming a successful communicator lies at the very heart of success in making complex sales. This is more than being a good conversationalist – you need to engage in diagnostic discussions where the customer’s actual problems are discussed in detail, where a unique rather than a simplistic solution is suggested and where customers become anchored in the solution you are proposing.

To become better and more successful in making complex sales, there are three things you need to do:



1. Break the common communication barriers Pages 2 - 3

There are generally three barriers which stand between sales people and customers:

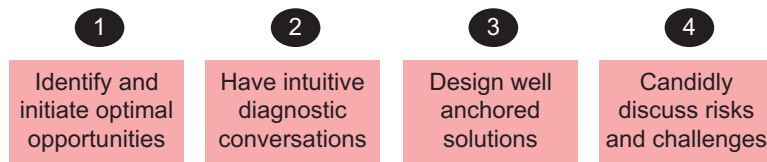


1. Errors in style – how sales people talk with their customers.
2. Errors in substance – what sales people choose to talk about.
3. Errors in mind-set – misunderstandings of the realities of value.

You can make great leaps in sales performance and set a great foundation for future success by eliminating these three barriers once and for all.

2. Conduct effective sales conversations Pages 4 - 6

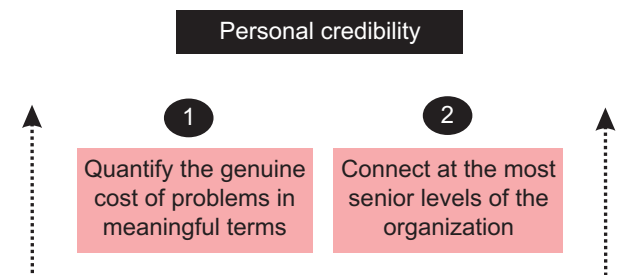
To excel in complex sales, there are four types of sales conversations you need to learn how to master:



Learn how to conduct robust conversations in these four areas and you’ll be well on your way to success.

3. Know how to establish credibility Pages 7 - 8

The key to making more complex sales is to establish and then cement your personal credibility. In practical terms, that means overcoming the two most difficult conversational challenges:



When you successfully overcome these two difficult conversational challenges, your sales will naturally accelerate and increase. Once you have enough credibility to enjoy the sponsorship of the organization’s top leaders, your ability to sell a complex solution becomes unlimited. That’s a great position to be in and something truly worth aiming for.

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