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## Insight Selling: Surprising Research on What Sales Winners Do Differently

By Schultz, Mike; Doerr, John E.

Wiley, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "The majority of experienced sellers would agree that while a lot of existing sales wisdom is good, some things have become outdated and must change. The hard part is deciding what to keep, what to change and what to discard. Insight Selling lays out a convincing case for which parts of current practice we should keep, which parts must be tweaked, and which parts must be changed entirely. Whether you're an experienced seller or just starting out in sales, you stand to learn something useful from this book." --Professor Neil Rackham, author of SPIN Selling "Wow! Even your most experienced strategic sellers will sharpen their game with these insights. RAIN Group's research and application to real life situations will educate your team on how to inspire buyers with possibilities and demonstrate the value add for your offerings like never before." --Sandy Miller, Partner, Strategic Accounts, Aon Hewitt "While "solutions selling" isn't dead, it is now just the price of admission. In this book, Mike and John provide the fundamentals and techniques around advanced "insight selling" and how you need to become the change agent..."



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