# Solution Selling Approach

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# **Solution Selling Approach**

Solution selling is a sales methodology. Rather than just promoting an existing product, the salesperson focuses on the customer's problems and addresses the issue with appropriate offerings (product and services). The problem resolution is what constitutes a "solution". Solution selling is usually used in sales situations where products are just one of the elements that lead to a solution.

# Solution selling - Wikipedia

A consultative selling approach is the key to running a well-oiled sales team. To me, the difference between a traditional sales process and a consultative one looks a bit like the difference between a doctor and a therapist. What Is Consultative Selling?

# Consultative Selling Definition, Process, Techniques ...

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#### The End of Solution Sales - Harvard Business Review

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# How to Sell High-Ticket Items in 2018 With This New ...

Sales Process refers to a series of steps, involving one or more sales of methodologies, to find and connect with customers. While Sales Methodology is an element in the sales process referring to the framework for each step.

# Sales process Vs Sales Methodology: Adopting Sales Process Map

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# 12 Tips for Using a Soft Approach to Make the Sale - SitePoint

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Developed in the 1970s, consultative selling really came into its own in the 1980s and is still popular today. In consultative selling, the salesperson acts as an adviser (or consultant) by collecting information on a prospect's needs and then presenting him with a solution.

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