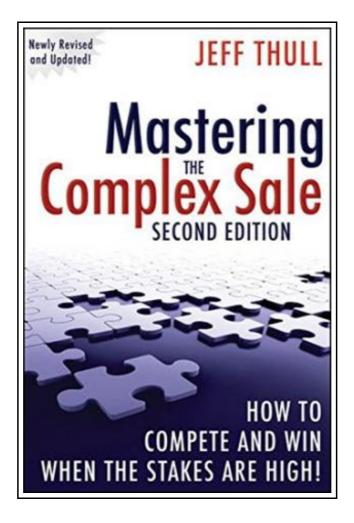
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MASTERING THE COMPLEX SALE: HOW TO COMPETE AND WIN WHEN THE STAKES ARE HIGH



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John Wiley & Sons. Hardcover. Book Condition: New. Hardcover. 304 pages. Dimensions: 9.1in. x 6.5in. x 1.3in.Praise for Mastering the Complex SaleJeff Thulls process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives. Geoffrey A. Moore, author of Crossing the Chasm and Dealing with DarwinThis is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a selling processit is a survival guidea truly outstanding approach to bringing all the pieces of the puzzle together. Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRICriterion, Inc. Mastering the Complex Sale brilliantly sets up value from the customers perspective. A mustread for all those who are managing multinational business teams in a complex and highly competitive environment. Samik Mukherjee, Vice President, Onshore Business, TechnipCustomers need to know the value they will receive and how they will receive it. Thulls insights into the complex sale and how to clarify and quantify this value are remarkableMastering the Complex Sale will be required reading for years to come!Lee Tschanz, Vice President, North American Sales, Rockwell AutomationJeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isnt a given, its a choice. This is a proven alternative to the price-driven sale. Weve spoken to his clients. This stuff really works, folks. Dave Stein, CEO and Founder, ES Research Group, Inc. Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels. Sven Kroneberg, President, Seminarium Internacional Jeffs main thesisthat professional customer guidance...

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