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

*Mike Schultz, John E. Doerr*

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**What do winners of major sales do differently than the sellers who almost won, but ultimately came in second place?**

Mike Schultz and John Doerr, bestselling authors and world-renowned sales experts, set out to find the answer. They studied more than 700 business-to-business purchases made by buyers who represented a total of $3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results.

*Not only do sales winners sell differently, they sell* radically differently, *than the second-place finishers.*

In recent years, buyers have increasingly seen products and services as *replaceable*. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller—the insight seller—is winning the sale with strong prices and margins even in the face of increasing competition and commoditization.

In *Insight Selling,* Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners:

**Level 1 "Connect."** Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people.

**Level 2 "Convince."** Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options.

**Level 3 "Collaborate."** Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team.

They also found that much of the popular and current advice given to sellers can damage sales results. *Insight Selling* is both a strategic and tactical guide that will separate the good advice from the bad, and teach you how to put the three levels of selling to work to inspire buyers, influence their agendas, and maximize value. If you want to find yourself and your team in the winner's circle more often, this book is a must-read.

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**Melanie Ratcliff:**

This Insight Selling: Surprising Research on What Sales Winners Do Differently book is not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is usually information inside this guide incredible fresh, you will get details which is getting deeper an individual read a lot of information you will get. That Insight Selling: Surprising Research on What Sales Winners Do Differently without we know teach the one who studying it become critical in imagining and analyzing. Don't become worry Insight Selling: Surprising Research on What Sales Winners Do Differently can bring when you are and not make your carrier space or bookshelves' turn out to be full because you can have it with your lovely laptop even mobile phone. This Insight Selling: Surprising Research on What Sales Winners Do Differently having good arrangement in word and layout, so you will not experience uninterested in reading.

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happy, fun and loosen up. Try to choose the best book in your case and try to like reading that.


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