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When products or services are hard to describe, intangible, have long sell cycles, or are expensive, chances are they're difficult to sell. In situations like this,

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His first book, Solution Selling: Creating Buyers in Difficult Selling Markets, was brilliant, and full of great advice. I highly recommend it.

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Instead of focusing on a prospective buyer, many salespeople spout lists of their product's or service's features and benefits. Does the buyer have a problem that

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Mark Gibson has been working with sales and marketing leaders for the books Solution Selling: Creating Buyers in Difficult Selling Markets

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Mike founded Solution Selling solo in 1983, began licensing his intellectual property to affiliates in 1988 and

Solution selling

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In 1983, Bosworth founded Solution Selling®, a virtual sales process he wrote " Solution Selling: Creating Buyers in Difficult Selling Markets" (McGraw-Hill).

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Solution Selling Creating Buyers in Difficult Selling Markets by Michael T. Bosworth (summarized by Paul Gruhn) Sound familiar... ? Are you

Solution selling - wikipedia

Solution selling is a sales methodology. Rather than just promoting an existing product, the It is typical for solution selling situations that the buyer only rarely purchases such a solution and instead needs the knowledge of the solution . Bosworth author two books on the topic of "creating buyers in difficult selling markets".

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Solution Selling: Creating Buyers in Difficult Selling Markets huge for me as it introduced a concept I apply on a daily basis: The Sales Cycle.

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Mike is the Best Seling Business Author of Solution Selling: Creating Buyers in Difficult Selling Markets (McGraw-Hill, 1993) and co-author of Customer Centric

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