



Summary: Exceptional Selling - Jeff Thull: How the Best Connect and Win in High Stakes Sales

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Complete summary of Jeff Thull's book: "Exceptional Selling: How the Best Connect and Win in High Stakes Sales".

This summary of the ideas from Jeff Thull's book "Exceptional Selling" shows that the days of using canned or memorized sales pitches to make complex sales are now well and truly gone. Instead, you need to be having genuine and authentic conversations with your customers. This summary shows that becoming a successful communicator lies at the very heart of success in making complex sales. This is more than being a good conversationalist – you need to engage in diagnostic discussions where the customer's actual problems are discussed in detail, where a unique rather than a simplistic solution is suggested and where customers become anchored in the solution you are proposing.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Exceptional Selling" and discover valuable tips and tricks to become more successful in making complex sales.



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