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Nota di contenuto	Insight Selling: Surprising Research on What Sales Winners Do Differently; Copyright; Contents; Foreword; Preface; Chapter 1: Sales Winners Sell Differently; The New World of Selling; Analyzing What Sales Winners Do Differently; What's Actually Happening; Research from the Buyer's Perspective; Six-Prong Analysis Yields Fascinating Story; 3 Levels of RAIN Selling; Level 1 Is Connect; Level 2 Is Convince; Level 3 Is Collaborate; Level 1: Connect; Connecting the Dots and Solution Sales; Diagnosing versus Demonstrating Understanding; Aspirations, Afflictions, and Solutions Connecting the Dots Is Necessary but Not SufficientLevel 2: Convince; Fallacy of the No-Brainer Return on Investment (ROI) Case; Winners Convince They Offer Superior Value; Level 3: Collaborate; Rising Influence and Value of the Seller; Seller as Educator; Seller as Collaborator; Insight in a Sea of Information; Information, Options, and Buyer Decision Making; Buyers Want to Talk to Sellers; Insight across the 3 Levels; Chapter Summary; Overview; Key Takeaways; Chapter 2: What Is Insight Selling?; The New Source of Value; Value in the Seller, Not the Product Value in the Seller and the ProductInsight Selling-Overview; Insight

Selling Defined; A Fundamental Shift in Thinking; Seller as Change Agent; Chapter Summary; Overview; Key Takeaways; Chapter 3: Insight Selling and Value; Defining Value; "Overall Value Was Superior"; Value Proposition Essentials; Three Legs of the Value Proposition Stool; When a Component of Value Is Missing; How Insight Sellers Resonate, Differentiate, and Substantiate; Chapter Summary; Overview; Key Takeaways; Chapter 4: Insight and Level 1: Connect; Connecting with People; Personal Connection or Business Value? Importance of the Personal Connection Liking Leads to Trust; Establishing Value, Then Building Personal Relationships; Becoming Essential; Connecting the Dots; Understanding Need and Crafting Compelling Solutions; Leading Sales Conversations That Connect the Dots; Asking Questions That Demonstrate Understanding of Need; Asking Questions for Insight Selling; Chapter Summary; Overview; Key Takeaways; Chapter 5: Insight and Level 2: Convince; The Power of Story; Buyers Want to Be Convinced; Questions Buyers Ask Themselves; Convince Me to Consider This; Before a Convincing Story-Focused Meeting Convincing Story Framework Chapter Summary; Overview; Key Takeaways; Chapter 6: Insight and Level 3: Collaborate; Power of Collaboration; Presentation versus Collaboration; Collaboration Is Unexpected; Effects of Collaboration; Psychological Ownership and Buying; Collaboration Is Powerful When Driving and Reacting to Demand; When the Seller Drives Demand; When the Buyer Drives Demand; Tips for Collaborating across the Sales Process; Facilitating Collaborative Group Discussions; P-Premise: Present, Problem, Possibility, or Paralysis; A-Assumptions; T-Truths; H-Hypotheses; S-Solutions Chapter Summary

Sommario/riassunto

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 finishe
