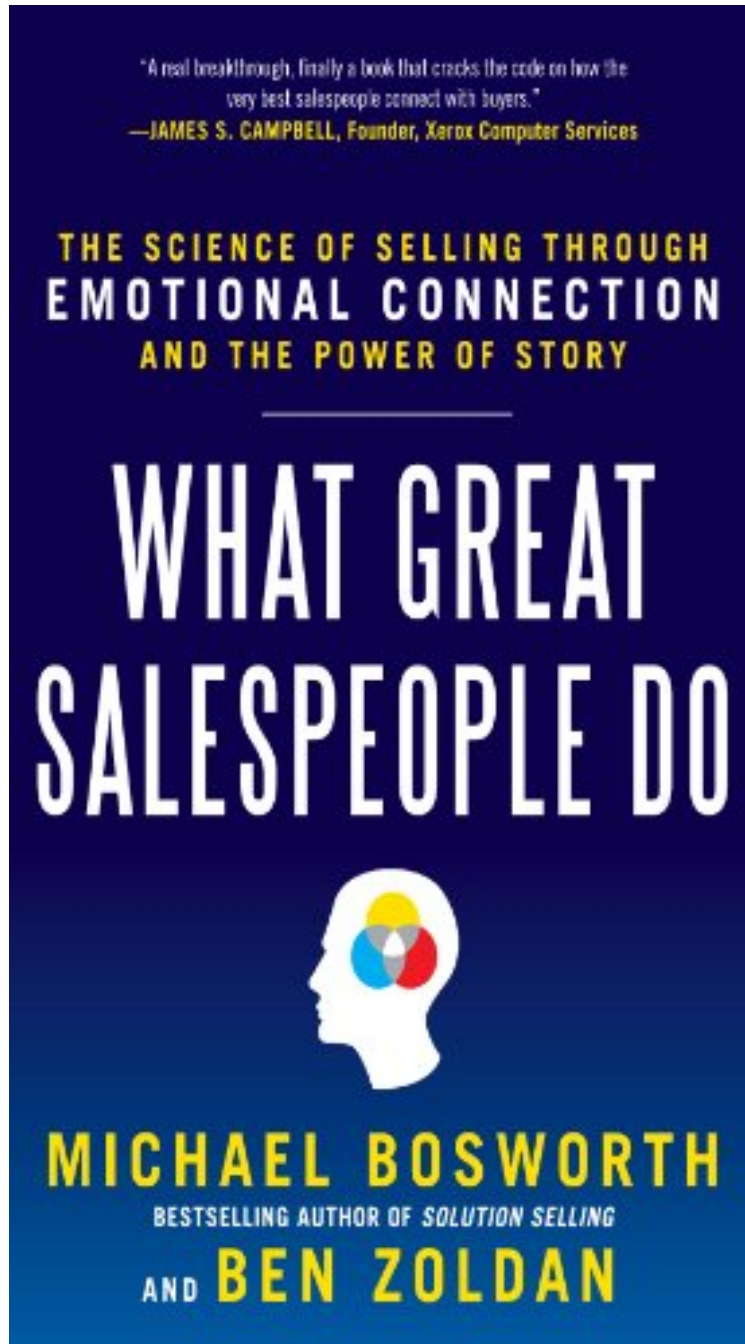


(Read free ebook) What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story

What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story

Michael T. Bosworth, Ben Zoldan

*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

Michael T. Bosworth, Ben Zoldan : What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised *What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story*:

11 of 11 people found the following review helpful. A good book or a great pitch? By Megan Vick
Decent book. I've been in sales since the age of 16. At the beginning, I completely bought into the concept of relationship selling because that's what I've always done. It was great seeing/learning that being non-"salesy" is exactly what sells more than a traditional salesperson. However, about halfway through the book, I realized the authors wrote this book to justify to their current clients that they were wrong about their previous sales training methods. This book is their way of saying, "Hey, we were wrong, but look at all this research we did. Now, we know we're right and we want you to pay for all your sales people to go through new training with us again." All in all - a great book for those afraid of being salespeople (we are all salespeople in some way) and a great book to get your mind away from the traditional fact-regurgitation sales pitch.
7 of 7 people found the following review helpful. Paradigm Shattering By David Zahn
There are people who take the thoughts of others and polish them up and sell to others and make a living at it. Then there are others who are able to see what is missing and rush to fill it and take the rest of us on their shoulders to greater heights. The authors are clearly in the second group. Mike and Ben take a subject that has been dissected, analyzed, assessed, observed, commented on, critiqued, etc. ad nauseum (by them as well as others)- and absolutely uncover truths and insights that elude most of us. Having had the experience of collecting a library of books, articles, websites, speaker notes and the like - I was confident that there was nothing "new under the sun" when it came to selling skills and training on selling. Alas, I was mistaken (though no longer!). This book takes insights, findings, research, and skills used by other disciplines and applies it to the fields of selling and buying in an innovative way - but never talks "down" to the reader and does not aim too high so that it no longer is an easy read. Written in a very accessible and conversational way, this is one book that I have already highlighted, dog-eared, and purchased for others to read. My excitement at having Mike and Ben open my eyes so that I could see what has always been before me is immense. I highly endorse this book and would recommend it for any and every executive, sales professional, or student looking to enter sales.
0 of 0 people found the following review helpful. Selling is neither logical, linear, or predictable, but here is the next best thing! By James E Brush
When Michael Bosworth worked at Xerox, so did I. We were both trained with program called PSS, which stood for Professional Selling Skills. The course was based on study which was designed to determine why 20 percent of the sales force created 80 percent of the revenue. I believe, forty years later we are still trying to solve that problem. During those 40 years Michael has written 3 books and taught countless courses in an effort to provide a selling methodology and techniques that is in step with the way people prefer to buy. His latest "the Science of Selling Through Emotional Connection....," is excellent, innovative, and timely. He provides two creative pathways to understanding why we are feeling creatures before we are thinking creatures, specifically neuroscience, and storytelling and tending. The book is both insightful and practical and I sincerely hope you'll find as much value in reading the book and applying the techniques.

Build better relationships and Sell More Effectively With a Powerful SALES STORY
Throughout our careers, we have been trained to ask diagnostic questions, deliver value props, and conduct ROI studies. It usually doesn't work; best case, we can argue with the customer about numbers - purely a left brain exercise, which turns buyers off. This book explains a better way.
John Burke, Group Vice President, Oracle Corporation
Forget music, a great story has charm to soothe the savage beast and win over the most challenging customer. And one of the best guides in crafting it, feeling it, and telling it is *What Great Salespeople Do*. A must-read for anyone seeking to influence another human being.
Mark Goulston, M.D., author of the #1 international bestseller *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*
Good salespeople tell stories that inform prospects; great salespeople tell stories that persuade prospects. This book reveals what salespeople need to do to become persuasive story sellers.
Gerhard Gschwandtner, publisher of *Selling Power*
This book breaks the paradigm. It really works miracles!
David R. Hibbard, President, Dialaxis Inc.
What Great Salespeople Do humanizes the sales process.
Kevin Popovic, founder, Ideahaus
Mike and Ben have translated what therapists have known for years into a business solution - utilizing and developing one's Emotional Intelligence to engage and lessen the defenses of others. *What Great Salespeople Do* is a step-by-step manual on how to use compelling storytelling to masterfully engage others and make their organizations great.
Christine Miles, M.S., Psychological Services, Executive Coach, Miles Consulting LLC
About the Book: This groundbreaking book offers extraordinary insight into the greatest mystery in sales: how the very best salespeople consistently and successfully influence change in others, inspiring their customers to say yes. Top-performing salespeople have always had a knack for forging connections and building relationships with buyers. Until now, this has been considered an innate talent. *What Great Salespeople Do* challenges some of the most widely

accepted paradigms in selling in order to prove that influencing change in buyers is a skill that anyone can learn. The creator of Solution Selling and Customer-Centric Selling, Michael Bosworth, along with veteran sales executive Ben Zoldan, synthesize discoveries in neuroscience, psychology, sociology, anthropology, and other disciplines, combining it all into a field-tested framework—helping you break down barriers, build trust, forge meaningful relationships, and win more customers. This book teaches you how to: Relax a buyer's skepticism while activating the part of his or her brain where trust is formed and connections are forged Use the power of story to influence buyers to change Make your ideas, beliefs, and experiences "stories"