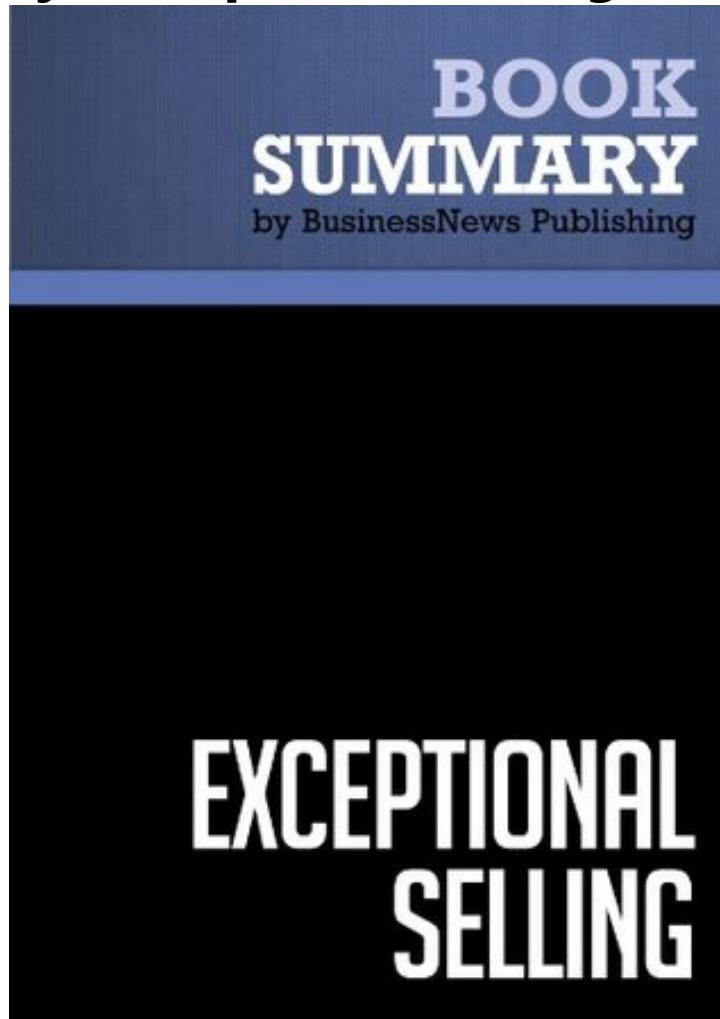


Summary: Exceptional Selling - Jeff Thull



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This work offers a summary of the book "EXCEPTIONAL SELLING: How the Best Connect and Win in High Stakes Sales" by Jeff Thull. Jeff Thull is a leading-edge business strategist and advisor. He is the president and CEO of his own consulting firm, Prime Resources Group. Mr. Thull has designed and delivered business transformation programs for Shell Global Solutions, Microsoft, Siemens, IBM and many other companies. 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. According to author Jeff Thull, 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. In Exceptional Selling, Jeff Thull offers valuable tips and tricks to become more successful in making complex sales. Follow Thull's advice and your customers and colleagues will soon describe you as exceptional. A five-star book for sales professionals. Review the key ideas in the book Exceptional Selling by Jeff Thull in a condensed Soundview Executive Book Summary. Summaries & book reviews of the year's top. The must-read summary of Jeff Thull's book: 'Exceptional Selling: How the Best Connect and Win

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