



# CustomerCentric Selling

*Michael T. Bosworth, John R. Holland*

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**FROM THE BESTSELLING AUTHOR OF *SOLUTION SELLING***

**The program that is revolutionizing highend selling, by showing companies how to "clone" their top sales performers**

CEOs would pay anything to replicate their best salespeople; *CustomerCentric Selling™* explains instead how to replicate their skills. It details a repeatable, scalable, and transferable sales process that formats the questions that superior salespeople ask, and then uses the results to influence and enhance the words and behaviors of their colleagues.

*CustomerCentric Selling™* shows salespersons how to differentiate themselves and their offerings by appealing to customer needs, steering away from making one-way presentations and toward having meaningful and goal-oriented conversations. Currently offered in workshops and seminars around the world, its program provides step-by-step directions to help sales professionals:

- Transform sales calls into interactive conversations
- Position their offerings in relation to buyer needs
- Facilitate a more consistent customer experience
- Achieve shorter sales cycles
- Integrate sales and marketing into a cooperative, cross-functional team

*CustomerCentric Selling™* details a trademarked sales process that incorporates dozens of elements, skills, and sequences into a coherent and proven methodology. By teaching a specific yet innovative model for selling big ticket, often-intangible products and services, it shows sales professionals and executives how to make the seller-buyer relationship far less adversarial, and take selling to a higher level.

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