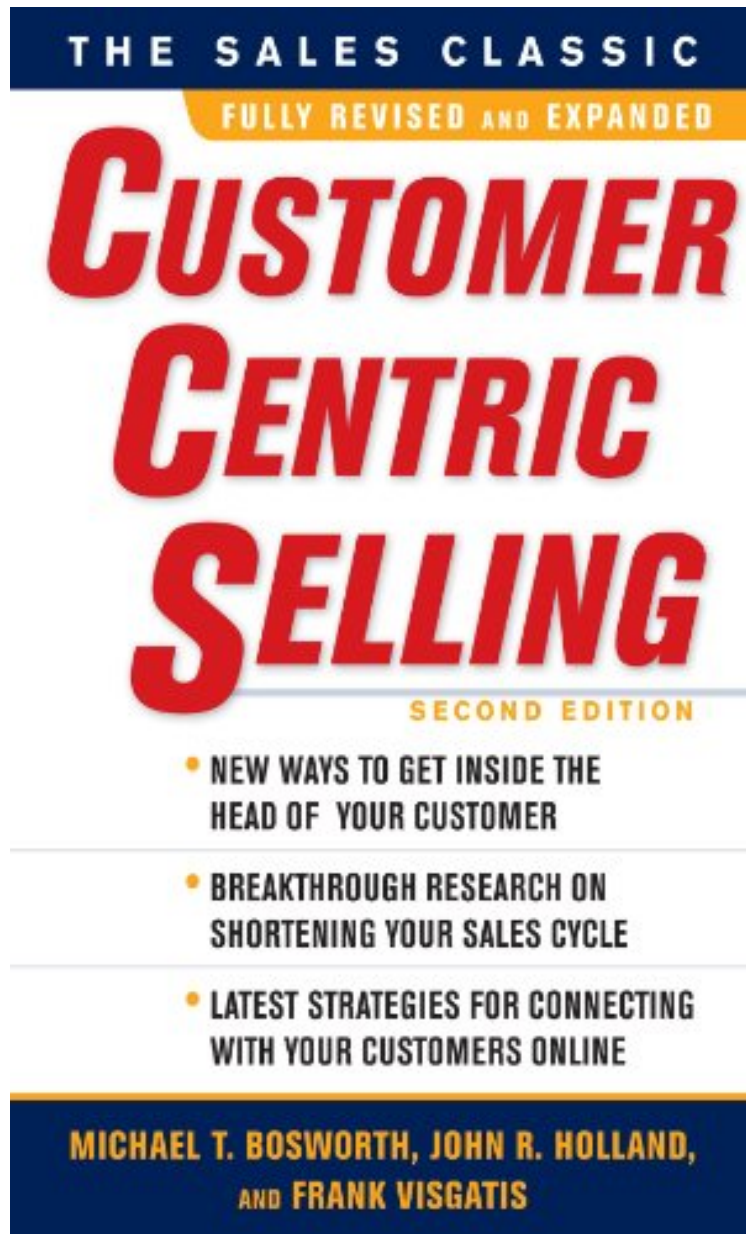


## CustomerCentric Selling, Second Edition

*Michael T. Bosworth, John R. Holland, Frank Visgatis*  
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**Michael T. Bosworth, John R. Holland, Frank Visgatis : CustomerCentric Selling, Second Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised CustomerCentric Selling, Second Edition:

0 of 0 people found the following review helpful. Hard read but worth itBy Ernest C. KrauthThis book is very hard to

read as it reads like a text book. Once you get into the first couple of chapters it does provide some very practical steps to help provide a good selling process. Some of the terms and graphs are hard to follow and may seem like busy work but I will definitely be making an attempt to get better as a salesman using the tricks. I would say this book only provides a software sale and does not do a good job with commoditized products. There is 1 chapter on products and services but not anything to sneeze over. Overall I did learn more than I expected. 1 of 1 people found the following review helpful. Selling at its best! By Dave I had to purchase this book as an onboarding process for a new job. At first I was a little skeptical but once I started to read it, I thought to myself, "Wow, this is good stuff." It was great because as I finished the book and started a new position we started talking about and it all started to make sense. This is an awesome read, and it has helped me close a lot of business as a Sales Consultant for a Software Firm. As the world changes we must continue to adapt with all the new social media and sales methods. I stand by the customer-centric approach and will recommend any sales professional to read it if you want to have an edge in the business. Again, get this book, if anything buy the Kindle version for next to nothing and I promise it will increase your sales pipeline and help you close. Best, D2 of 2 people found the following review helpful. Current state of the art selling methodology, specially for software. By Jose Ernesto Passos Customer Centric Selling or CCS for short is an excellent sales methodology. It looks like the last version in a series of books that has been written in the last 15 years or so. It started with Solution Selling by some of the authors of CCS. The book can be seen as a companion to the courses offered with the same name. The interesting thing is that most of what is essential in the course is in the book. One may think that the book is enough for you to go on and practice the method. This may work well for seasoned people. I would say that the book is a companion to the course, because some concepts are better explained in the book, on the other side the course provides a person with some role playing experience that will help in learning a new method. The methodology behind this book is very logical. The key framework, that you have behind it, is to make the sales effort a project to help the customer follow a series of steps in a major decision process related to buying a product or solution to a business problem. The fact that the book has examples related to software products make it very useful if one is in this business. CCS is a methodology that also makes sense specially for consultants, who have to identify a problem, and guide the customer through a decision process that will result in the proper solution.

The Web has changed the game for your customers—and, therefore, for you. Now, Customer-Centric Selling, already recognized as one of the premier methodologies for managing the buyer-seller relationship, helps you level the playing field so you can reach clients when they are ready to buy and create a superior customer experience. Your business and its people need to be "Customer-Centric"—willing and able to identify and serve customers' needs in a world where competition waits just a mouse-click away. Traditional wisdom has long held that selling means convincing and persuading buyers. But today's buyers no longer want or need to be sold in traditional ways. Customer-Centric Selling gives you mastery of the crucial eight aspects of communicating with today's clients to achieve optimal results: Having conversations instead of making presentations Asking relevant questions instead of offering opinions Focusing on solutions and not only relationships Targeting business people instead of gravitating toward users Relating product usage instead of relying on features Competing to win—not just to stay busy Closing on the buyer's timeline (instead of yours) Empowering buyers instead of trying to "sell" them What's more, Customer-Centric Selling teaches and reinforces key tactics that will make the most of your organization's resources. Perhaps you feel you don't have the smartest internal systems in place to ensure an ideal workflow. (Perhaps, as is all too common, you lack identifiable systems almost entirely.) From the basics—and beyond—of strategic budgeting and negotiation to assessing and developing the skills of your sales force, you'll learn how to make sure that each step your business takes is the right one.

**FROM THE BESTSELLING AUTHOR OF SOLUTION SELLING** The program that is revolutionizing high-end selling, by showing companies how to "clone" their top sales performers CEOs would pay anything to replicate their best salespeople; Customer-Centric 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. Customer-Centric 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 Customer-Centric 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. From the Back Cover The sales classic updated with new customer-focused methodologies! Thanks to the web, today's

customers are savvier and more results-oriented: they do their homework. Do it for them by communicating with them in the ways that work best for them, and you'll find that doing so works best for you, too. When they know they're being listened to, they'll listen back. In *Customer-Centric Selling*, you'll find practical, step-by-step tips on: Turning sales presentations into customer-focused conversations Asking the right questions of the right people Empowering buyers to achieve goals, solve problems, and satisfy needs Developing optimal strategies for winning the vital three-month sales cycle regardless of your client's actual sales cycle Using Twitter, Facebook, LinkedIn, and other social networking sites to engage buyers and strengthen client relationships Defining and managing your content and revenue engines Optimizing the talent of salespeople and building a quality pipeline

About the Author Michael T. Bosworth is a cofounder of Customer-Centric Systems, LLC. He has assisted clients in improving sales effectiveness and shaping customer experience since 1983. He lives in Del Mar, California. John R. Holland is a cofounder of Customer-Centric Systems, LLC. In addition to the thought leadership that drives the *Customer-Centric Selling* sales methodology, he provides sales and marketing guidance to a limited number of companies. He lives in Newton, Massachusetts. Frank Visgatis is a cofounder of Customer-Centric Systems, LLC. He has trained thousands of salespeople around the world. He lives in Sutton, Massachusetts.