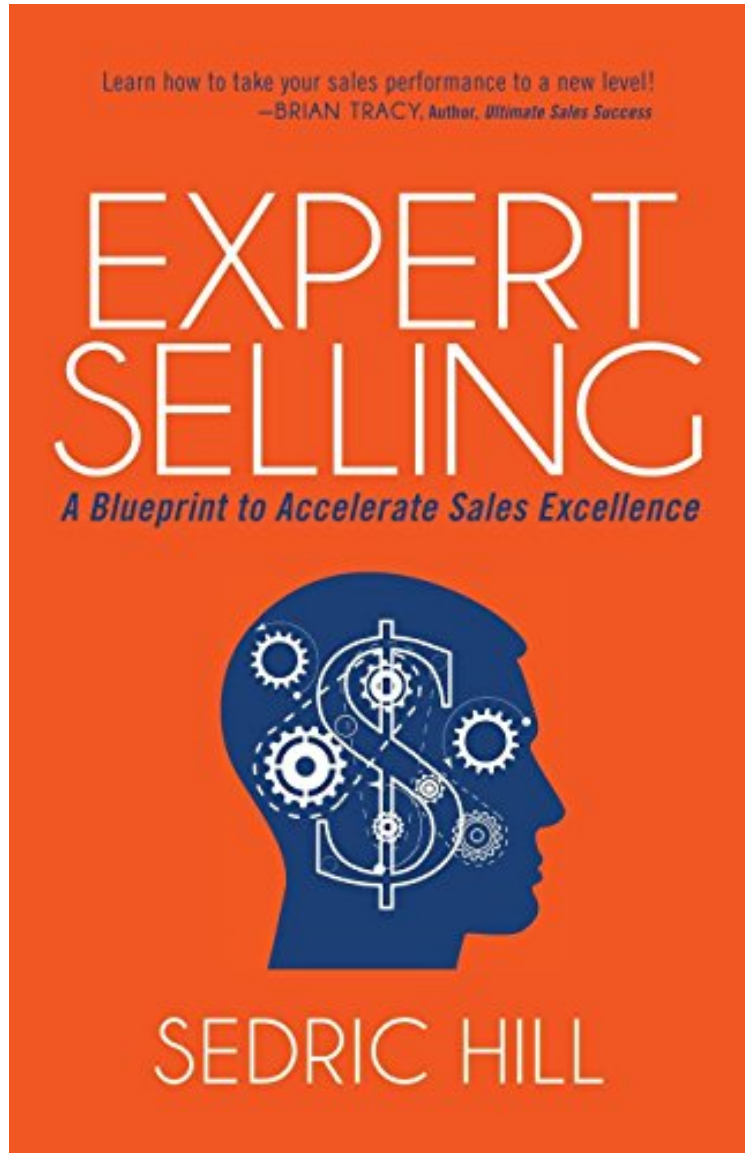


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## Expert Selling: A Blueprint to Accelerate Sales Excellence

*Sedric Hill*

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**Sedric Hill : Expert Selling: A Blueprint to Accelerate Sales Excellence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Expert Selling: A Blueprint to Accelerate Sales Excellence:

1 of 1 people found the following review helpful. Excellent book!By Sydney A.Wow, this book hits it on the head on what it takes to become an expert sales person. The first book I've come across that deals with the true way to success - training your mind.0 of 0 people found the following review helpful. Five StarsBy CustomerI love the book very well written, learned a lot about the art of selling.0 of 0 people found the following review helpful. Sedric is a true ExpertBy CustomerAn absolute fantastic display of detailed 'expert' selling techniques; the book promotes itself as a

guide to helping others achieve another level of success and I can testify that it indeed holds true to that testimony. I highly recommend this purchase!

In today's business environment, advanced sellers must not only achieve sales quotas, but must also sell more and more complex products and services that drive profitable revenue growth. The road from journeyman to expert is not achieved through traditional behavior-based training that requires large amounts of dedicated time, but instead happens between the ears--through cognitive skill development. Science has proven that experts differ from novices primarily in the speed in which the right knowledge is accessed and through their ability to perform the basics consistently well. In *Expert Selling: A Blueprint to Accelerate Sales Excellence*, sales trainer and success coach Sedric Hill unpacks the elusive "windows of expert advantage" and wraps them into the professional selling and persuasive communication domains. He reveals insights to expertise by teaching you to understand and improve the supreme mental skill in selling, connecting, which involves detecting, interpreting, and responding to buyers' messages. You also discover the six essentials of persuasive communication--a roadmap to building excellent communication fundamentals (becoming brilliant at the basics). Finally, Hill introduces two innovative training approaches designed to accelerate selling expertise without requiring large amounts of dedicated training time. *Expert Selling* is not a typical how-to book. It's more of a blueprint, guiding you like a GPS to the next level of success. As sales quotas and the preponderance of complex offerings continue to rise, a burning platform is created hastening the need for good salespeople to become journeymen and for journeymen to become experts faster than ever before!

From the Back Cover **DISCOVER THE ELUSIVE MENTAL SKILLS OF SELLING THAT MOVE YOU FROM JOURNEYMAN TO EXPERT**

The road from journeyman to expert is not achieved through traditional behavior-based training that requires large amounts of dedicated time, but instead happens between the ears--through cognitive skill development. *Expert Selling* is your blueprint guide to success: Exceed (not just achieve) your sales goals faster and with more certainty; Perform at a high level with consistency (Systematic, repeatable methodology); Achieve your life goals; personal, professional, and income, in less

time; Have more fun while selling, minimize sales pressures and stress. In *Expert Selling: A Blueprint to Accelerate Sales Excellence*, sales trainer and success coach Sedric Hill finally moves selling to the next level. Joining other fields including sports, music, and medicine, selling has at last, converged with the breakthroughs cognitive psychology science. *Expert Selling* unpacks the implicit "windows of expert advantage" and wraps them into an easy to follow blueprint for professional sellers and anyone who depends on persuasive communication. In today's business environment, advanced sellers are challenged with achieving higher sales goals, but must do so in an environment where buyers are more informed and knowledgeable than ever before--they must go from good to great, in a hurry. You learn how to develop the most critical skills that influence the highest levels of success in selling including the Brilliant Basics of Persuasive Communication: "Connecting," which involves accurately interpreting, and responding to buyers' messages. Finally, Hill introduces two innovative training methods: Performance-Based Learning--designed to accelerate selling expertise while you work and Sales Brain Trainers--Smartphone training apps that pinpoint the most influential cognitive skills responsible for selling excellence.

Praise for *Expert Selling*: "This fast-moving book, written by a sales expert, shows you how to become an expert as well. You learn how to take your sales to a new level."--Brian Tracy, author of *Ultimate Sales*

"Connecting with prospects and customers is critical to selling success. Sedric Hill's *Expert Selling* reveals the expert communication skills you need to master selling and other social

interactions.

Susan Roane, author of *How to Work a Room*; About the Author Sedric Hill has over twenty-five years of equity in sales, management, leadership and coaching highlighted with a distinguished record of success.

In 1985, Sedric began his career at McKesson Corp. where he developed his business philosophy:

hard work plus superior skills applied to the right things, equals success. In 1987, Sedric's business mentor, Ben Wiley, a former IBM top sales rep who founded his own company: International Business

Consumables (IBC). In 1992, Sedric joined Pitney Bowes, as a sales rep before working his way up to top

management over a 17 year career. In 2009, Sedric co-founded Sales Development Performance, LLC (SDP) in order to provide a platform to expand his work beyond a single corporation. Here, Sedric began his research on selling expertise,

for what would later become his first book: *Expert Selling*. In 2010, Sedric joined Neopost where he drew from

his in depth experience in business to lead another team to success. Here, Sedric also expanded his interest in

discovering the most influential aspects of business success. In 2013, Sedric returned to run SDP full time. He reorganized and grew the company by providing custom training, consulting, and coaching to sales forces, and

individuals who depend on the use of persuasive communication. As a T D entrepreneur, Sedric has introduced

new innovative concepts that are changing the landscape in today's training; Video Interactive

Practicetrade; (VIP) is a unique training approach designed to advance expertise by enhancing

conventional training. Sales Brain Trainers (SBTs) are interactive smartphone apps that enable users to improve mental selling skills anytime, anywhere. Each of these learning methods draw from Expert-Based Training (XBT) science and related academic research.