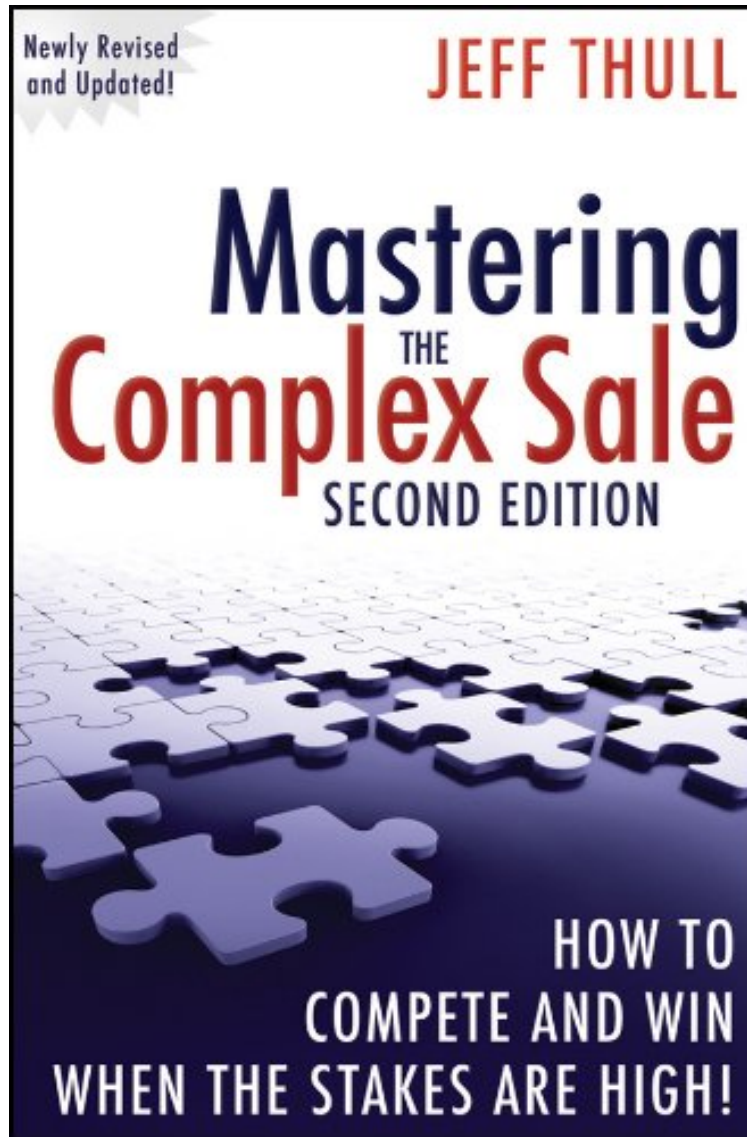


(Free and download) Mastering the Complex Sale: How to Compete and Win When the Stakes are High!

Mastering the Complex Sale: How to Compete and Win When the Stakes are High!

Jeff Thull

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Jeff Thull : Mastering the Complex Sale: How to Compete and Win When the Stakes are High! before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mastering the Complex Sale: How to Compete and Win When the Stakes are High!:

0 of 0 people found the following review helpful. Not bad in the sea of Sales books By T. J. With the myriad of sales methods out there, The Complex Sale offers a fairly practical solution. The author regularly inserts commentary to

display how much better he thinks his method is over other methods, which for me takes away from his process. In my view, SPIN, VITO, Challenger, Conceptual Selling ... add whatever your method of choice is ... all offer some nuggets. Nothing is a one-size-fits-all approach. Take the pearls from each and make them work for you!

4 of 4 people found the following review helpful. Lives up to the High Expectations

By GreenyA friend in the same industry recommended this book for the same reasons its reviewers appreciated it. Author Jeff Thull did great research that went into producing this book. Mastering the complex sale is an ideal book if you want to understand how one sells to a bureaucracy. Typically the sales cycle is long and drawn out and the salespeople have difficulty connecting at the higher executive levels. The dollar value of such sales tends to be large, but the sales force must invest considerable resources just to attempt the sale. Because of the large investment required to make a serious attempt to sell to a large organization, the sales effort must be extraordinarily strategic. This is nothing like a personal one-time sale based on quick tactics. The stakes are high and one can expect strong competitive surprises. Even the "solution" that one produces for the sale can be expected to be rapidly "commoditized."

This book shows how a selling organization can approach the problem of making a complex sale. Trying to make the sale all at once would be overwhelming and wouldn't work anyway. What's required is to plan the sale and support it with sufficient resources, and then break it down into steps. Making such a sale also requires teamwork and a surprising amount of intelligence-gathering from the prospect. The prospect may be quite willing to hold numerous meetings to work out the intended solution to their needs, but the sales force must not get caught up working for free. In the end, a complex sale seems to me to be a frustrating experience with a large potential payoff. The only reason to try it is that one complex sale might lead to another, and then the selling effort can be efficient, hopefully. You can go broke attempting this without an experienced sales leader.

2 of 2 people found the following review helpful. Disruptive and invaluable!

By manhattanitesThull has written a magnum opus on selling to the enterprise here. Quantifying the financial impact and differentiating ones approach are two aspects that stand out to me. This book is so good I listened to Jeff narrate it on Audible and now I'm going to read it again on Kindle. This book has changed my thought process, sequence and strategy for closing deals and I am grateful for it. The world of selling has changed but no matter how great the Era II sales techniques used to work, they break down in Era III where there is increased complexity and commoditization. The concept of a value hypothesis and the level of collaboration that is possible with multiple stakeholders to build consensus to an investment in the right tailored solution, are just incredible facets of the diamond that this book represents. I'm already sharing it with a mentor in Australia who's primary thesis is "value creation" versus "value proposition."

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

From the Inside Flap

In today's turbulent and volatile marketplace, even the most experienced professionals are struggling with the rapid commoditization of their complex, high-value solutions. The complexity of the problems to be solved and the competitive threats we face are increasing at an alarming rate. At the same time, your customers are

wrestling with mission-critical decisions and evaluating solutions that all sound the same and come packaged with a high degree of risk and a low probability of success. Your success demands an exceptional strategy and precise execution that must clearly set you apart from your competition. Continuing to evolve the breakthrough thinking of his bestselling classic *Mastering the Complex Sale* in this new edition, Jeff Thull once again pushes the envelope to give professionals—from individuals struggling with their first call, to senior executives trying to figure out why their value strategy is falling short—a comprehensive guide to navigate and win high-stakes sales. You will find yourself rethinking your beliefs about selling, applying this straightforward strategy, and achieving the success you are looking for. Jeff will lead you through Diagnostic Business Development, a complete and effective system derived from years of experience with top sales professionals and executive teams worldwide. It is a proven diagnostic, value-based approach that positions you with respect and exceptional credibility as a valued business advisor and contributor to your customers' success. In fact, it's not about selling—it's about guiding quality business decisions that will connect and quantify your unique value and remove your customers' internal barriers that prevent them from moving forward. This book will show you how to: Gain access and connect to the highest levels of power and influence Separate real business from resource drains Navigate complex decision networks Prevent self-commoditization Connect your value to your customers' performance metrics Quantify value with an amount your customers believe Co-create compelling solutions customers will invest in Rich with detailed examples and real-world case studies and thorough in its challenge to conventional sales wisdom, this edition of *Mastering the Complex Sale* gives you the precise guide you've been looking for to win and win big in complex sales.

From the Back Cover "Jeff Thull's Prime process plays a key role in helping companies and their customers cross the chasm. It has built into its core the high-integrity communications and depth of commitment necessary to ensure customers succeed with game-changing initiatives." —Geoffrey A. Moore, author of *Crossing the Chasm* and *Living on the Fault Line* "There's a powerful message in this book for senior executives: If your margins are eroding and your organization is trapped in the conventional sales paradigm, *Mastering the Complex Sale* has the road map and Jeff Thull is an excellent guide. He has captured the essence of selling in today's turbulent times. A must-read for your entire organization." —Mario Concha, President, Georgia-Pacific Resins, Inc. "The Prime Process cuts across all trading entities, multiple cultures, geographic borders, and functional disciplines. *Mastering the Complex Sale* is a clear approach to successfully bringing together the multiple perspectives of sophisticated sales processes. It is required reading for any complex business, whether local or global." —Gerhard D. Meese, Executive Vice President, Dover Technologies International, Inc. "*Mastering the Complex Sale* is a masterpiece! It's street smart and research backed and full of real-life practical advice on how to move all the chess pieces in the complex sales game. You'll walk away with not only the 'what's' and the 'how's' of the complex sale, but also discover how to build the mental stamina it takes to compete at the top." —Donato Tramuto, President and CEO, Protocare Sciences "*Mastering the Complex Sale* lays out the most significant business and sales strategy to come along in years. It is clearly leading-edge thinking. As a technology innovator, we see it as a must. Read it and win!" —Tim Klein, CEO, ATTO Technology, Inc. "Jeff Thull's leading-edge thinking has contributed to a change in our fundamental approach to sales and marketing and has had a significant impact on our bottom line. *Mastering the Complex Sale* and the Prime Process is a prescription for global success!" —Dr. Richard M. Brooks, Vice President—Worldwide Marketing, Waters Corporation "Thull's clear and distinctive advice provides the reader with a real-world road map for maximizing results in high-stakes sales. Diagnostic Business Development takes today's consultative salesperson's game to the next level. This book is mandatory for those looking to gain a true competitive advantage and distinguish themselves from the competition." —Donny Holender, Vice President—Sales, Universal Computer Systems, Inc.

About the Author Jeff Thull is a leading-edge strategist and valued advisor for executive teams of major companies worldwide. As President and CEO of Prime Resource Group and author of three bestselling books, he has designed and implemented business transformation and professional development programs for companies including Shell, 3M, Intel, HP, Tyco, Siemens, Boston Scientific, and Abbott, as well as many fast-track start-up companies. He has gained a reputation as a thought leader in the arena of sales and marketing strategies for companies involved in complex sales.