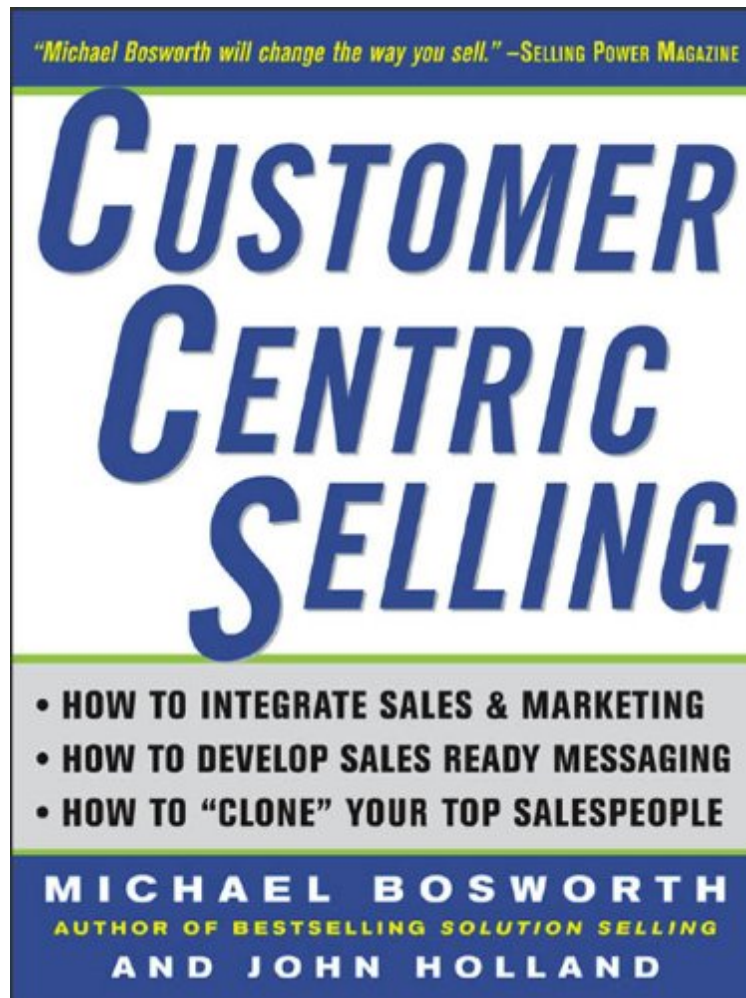


CustomerCentric Selling

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

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 davedI had to purchase this book as a 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.