



# Scenario Selling: Technology and the Future of Professional Selling

*Patrick J. Sullivan, Dr. David L. Lazenby*

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Scenario Selling: Technology and the Future of Professional Selling is a book about professional selling - what salespeople do with and for customers - and how it's changing due to advances in technology. Since 1997 sales-technology expert Patrick Sullivan and psychologist Dr. David Lazenby have studied how technology has historically altered successful sales tools and methods. This book is the result of that research. Readers will gain an understanding of the changes required for salespeople and the selling profession to survive and thrive in the Digital Age.

The development and widespread use of Digital-Age technologies has resulted in and continues to introduce significant changes in the way people live, work, learn, buy, and sell. Will technology eliminate the need for salespeople?

Within these pages you'll discover why today's Digital-Age technologies may well replace many salespeople; and be introduced to perhaps the only sales method and toolset that will make salespeople irreplaceable: ScenarioSellingSM.

ScenarioSelling isn't a new sales technique...it's a new sales process. It represents the first major change in sales process since consultative selling was introduced over 40 years ago. ScenarioSelling provides the logic and framework for a whole new way of selling - a model that will surpass the current paradigm of consultative selling in productivity, personal touch, and professionalism.

ScenarioSelling explains the knowledge, skills, and tools required for just-in-time (fast) professional selling. It results in a significant reduction in the time required for complex decisions and sales, which can be reduced to hours rather than weeks or months while dramatically improving the customer's sales or service experience.

Are you willing to be influenced to improve the way that you sell? If not, don't read this book. Those who understand this system will create more value for their customers, provide a better customer experience,

build stronger customer relationships, gain a competitive advantage in the marketplace, and thrive. Those who don't may lose out to competitors who will.

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