



The New Solution Selling: The Revolutionary Sales Process That is Changing the Way People Sell

Keith M. Eades

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THE MARKET-PROVEN PRINCIPLES OF *SOLUTION SELLING* FOR TODAY'S HIGH-SPEED, HIGHER-PRESSURE SALES ENVIRONMENT

The long-awaited sequel to *Solution Selling*, one of history's most popular selling guides

Nearly 10 years ago, the influential bestseller *Solution Selling* literally rewrote the rules for selling big-ticket, long-cycle products. *The New Solution Selling* expands the classic text's cases, examples, and situations and sharpens its focus on streamlining the sales process to achieve greater success in fewer steps and a shorter time frame. Much in sales has changed in the past decade, and *The New Solution Selling* incorporates those changes into an integrated, tailored approach for improving both individual productivity and organizational return on investment. Written to enhance the results and careers of sales pros and managers in virtually any industry, this performance-focused book features:

- A completely revamped, updated sales philosophy, management system, and architecture
- Tools to increase the quality and velocity of sales pipeline opportunities
- Techniques that "Best of the Best" use to prospect for success

Solution Selling created new rules for one-to-one selling of hard-to-sell items. *The New Solution Selling* focuses on streamlining the proven Solution Selling process and quickly differentiating both oneself and one's products from the competition while decreasing the time spent between initial qualifying and a successful, profitable close.

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