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achieve optimal results:
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instead of making
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by Michael T.
Bosworth, John R ...

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CustomerCentric selling revolves around showing how using the product you're selling will make life easier for your prospect. Instead of discussing a product's features and assuming your potential customer will figure out how to apply them on their own, show what the product can do and demonstrate how it can

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The Key to Customer
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In addition to the
thought leadership that
drives the
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sales methodology, he
provides sales and
marketing guidance to a
limited number of

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Newton, Massachusetts.
Frank Visgatis is a
cofounder of Customer-
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He has trained
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/ Edition 2 by Michael
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CustomerCentric Selling consists of eight crucial aspects for success:

Instead of making presentations, salespeople should

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their needs in every
stage of the sales
process. You adapt to
the specific
circumstances of the
customer by nurturing a

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CustomerCentric Selling details a trademarked sales process that incorporates dozens of elements, skills, and

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sequences into a coherent and proven methodology. By teaching a specific yet innovative model for selling big ticket, often-intangible products and services, it shows sales professionals and executives how to make the seller-buyer relationship far less adversarial, and take selling to a higher level.

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difference in buyer

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