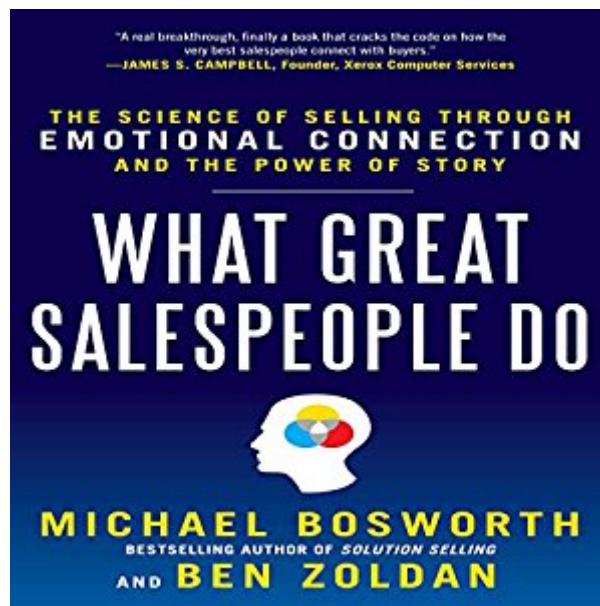


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# What Great Salespeople Do: The Science Of Selling Through Emotional Connection And The Power Of Story



## Synopsis

This groundbreaking book offers extraordinary insight into the greatest mystery in sales: how the very best salespeople consistently and successfully influence change in others, inspiring their customers to say yes. Top-performing salespeople have always had a knack for forging connections and building relationships with buyers. Until now, this has been considered an innate talent. What Great Salespeople Do challenges some of the most widely accepted paradigms in selling in order to prove that influencing change in buyers is a skill that anyone can learn. The creator of Solution Selling and CustomerCentric Selling, Michael Bosworth, along with veteran sales executive Ben Zoldan, synthesize discoveries in neuroscience, psychology, sociology, anthropology, and other disciplines, combining it all into a field-tested framework—helping you break down barriers, build trust, forge meaningful relationships, and win more customers. This book teaches you how to: Relax a buyer's skepticism while activating the part of his or her brain where trust is formed and connections are forged Use the power of story to influence buyers to change Make your ideas, beliefs, and experiences "storable" using a proven story structure Build a personal inventory of stories to use throughout your sales cycle Tell your stories with authenticity and real passion Use empathic listening to get others to reveal themselves Incorporate storytelling and empathic listening to achieve collaborative conversations with buyers Breakthroughs in neuroscience have determined that people don't make decisions solely on the basis of logic; in fact, emotions play the dominant role in most decision-making processes. What Great Salespeople Do gives you the tools and techniques to influence change and win more sales.

## Book Information

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## Customer Reviews

Fundamentally, when I first read solution selling and attended the course, it just plain made sense. All of the things we had been doing via common sense laid out as a system, a somewhat scientific approach. And still, we knew there was the "emotional storytelling" component missing. So we applied the science and still mixed in what great sellers do - the secret sauce - to continue to stimulate buyers and progress through the process. Sandler identified that buyers do not buy because of their brains or features, it's their inner child that "wants" and then the adult brain that "justifies." So Bosworth finally realized the same - fantastic. It rips my heart out, having leveraged solution selling successfully for many years, to hear Bosworth say he was flat out wrong before. No Michael, you were not wrong, it's just you missed the one important component. All of the other things in solution selling are all still valid - new sales folks learning a system should still start with Solution Selling - it's a very successful approach to ensuring you have not missed any details - however - add on these new findings. Perhaps we went to Sandler for the rest of the story, now Bosworth attempts to backtrack and add to the toolset. Which I am fine with - but do not discredit Solution Selling - let's just say it was a little incomplete. Just as this new approach is good, it laser focuses on what Bosworth originally missed - but you still need the system and all of the facts behind what will drive the deal through purchasing. The new book might get your buyers all bobbing and in live with you, but you will still need all of the pain gain and ROI to drag your deals to done. Long winded - this is a great read, but do not dismiss Solution Selling, and don't let's Bosworth's desire to sell a new book get in the way of a great system (with one obvious omission.) Highly recommended.

As a very successful salesperson, my greatest fear is that the sellers I compete with will read and heed this book. If they did, I'd probably lose my edge because many of the techniques I use to differentiate myself are covered in this fantastic resource. In the 1990s, Michael Bosworth's book "Solution Selling" had a big impact on me and on the way I sold. I credit that book with a lot of my own personal success. This is a natural extension of that classic, building on the people part and offering a richer look at how sellers can connect with their buyers. Think of yourself as a buyer. Just imagine how you'd respond to a seller who demonstrated empathy, listened closely to you, opened up and made it comfortable for you to share openly, too... a seller who was fully present throughout your conversation and conveyed feelings and humanness. Imagine that this seller told you a story

rather than blandly recapping product features. Just imagine the impact this connection and trust would have on the way you viewed the seller. Now think of yourself as a seller who has buyers that feel that way about you. This book will help you become that seller.

Mike Bosworth's and Ben Zoldan's new book, *What Great Salespeople Do*, is a fast-paced, easy-to-read and understand approach to selling. Having spent thirty-plus years in sales, I personally can attest to the power of story telling. After reading Mike and Ben's book, I created my own stories and experimented. Much to my delight, I barely finished my stories before my prospects shared theirs. This remarkable book takes selling from a sleazy, slimy profession and helps transform it into a humanizing, caring and helpful approach that prospects not only relate to, but embrace and become internal sales supporters. The book is well-written and engaging from the first page: the individual stories grabbed my attention and paved the way to understand the scientific and emotional aspects of 'Why' story telling is so powerful and effective. I found *What Great Salespeople Do* to be insightful, revealing and extremely helpful.

Decent book. I've been in sales since the age of 16. At the beginning, I completely bought into the concept of relationship selling because that's what I've always done. It was great seeing/learning that being non-"salesy" is exactly what sells more than a traditional salesperson. However, about halfway through the book, I realized the authors wrote this book to justify to their current clients that they were wrong about their previous sales training methods. This book is their way of saying, "Hey, we were wrong, but look at all this research we did. Now, we know we're right and we want you to pay for all your sales people to go through new training with us again." All in all - a great book for those afraid of being salespeople (we are all salespeople in some way) and a great book to get your mind away from the traditional fact-regurgitation sales pitch.

There are people who take the thoughts of others and polish them up and sell to others and make a living at it. Then there are others who are able to see what is missing and rush to fill it and take the rest of us on their shoulders to greater heights. The authors are clearly in the second group. Mike and Ben take a subject that has been dissected, analyzed, assessed, observed, commented on, critiqued, etc. ad nauseum (by them as well as others)- and absolutely uncover truths and insights that elude most of us. Having had the experience of collecting a library of books, articles, websites, speaker notes and the like - I was confident that there was nothing "new under the sun" when it came to selling skills and training on selling. Alas, I was mistaken (though no longer!). This book

takes insights, findings, research, and skills used by other disciplines and applies it to the fields of selling and buying in an innovative way - but never talks "down" to the reader and does not aim too high so that it no longer is an easy read. Written in a very accessible and conversational way, this is one book that I have already highlighted, dog-eared, and purchased for others to read. My excitement at having Mike and Ben open my eyes so that I could see what has always been before me is immense. I highly endorse this book and would recommend it for any and every executive, sales professional, or student looking to enter sales.

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