



UnSelling: Sell Less ... To Win More

By Peter Bourke

Download now

Read Online ➔

UnSelling: Sell Less ... To Win More By Peter Bourke

The more you sell, the less the client trusts you to tell them the truth. The more you sell, the less inclined the client is to listen. The more you sell, the more you tend to look (and act) like a hammer looking for a nail – where any nail will do. In reality, the more you sell, the less you win.

This is entirely counter-intuitive to the average sales person, mostly because we are taught from the first day of sales training that the key to success is great sales techniques. You can find thousands of books on the art and science of selling – techniques, tricks, even scripts to “sell” the prospect. Our corporate sales training classes always insisted that sales is about understanding the prospect’s needs and then articulating your solution so that the prospect was compelled to choose your obviously-superior solution – right? Not so fast! The problem: most prospects don’t want to be sold.

This book on UnSelling is designed to shift the buyer-seller relationship from subservient (they say, “Jump,” we say, “How high?”) to collaborative and does so by having the seller resist the temptation to “sell” (or tell). UnSelling is focused on the more consultative approach of understanding the problem the client is intent on solving. The better we understand the client’s problem, the less we have to sell (if at all).

This eBook will outline an approach to control and win the most complex deals that includes:

- Qualifying new clients that requires no “selling” – period!
- Understanding how to create a collaborative relationship with the prospect so that your sales teams can understand the truth from the client – not what they want you to believe
- Contrasting the difference between traditional selling and this unique approach to UnSelling
- And understanding what to say and how to say it

Your sales people and leaders will never “sell” the same way again – and will win more as a result.

 [**Download** UnSelling: Sell Less ... To Win More ...pdf](#)

 [**Read Online** UnSelling: Sell Less ... To Win More ...pdf](#)

UnSelling: Sell Less ... To Win More

By Peter Bourke

UnSelling: Sell Less ... To Win More By Peter Bourke

The more you sell, the less the client trusts you to tell them the truth. The more you sell, the less inclined the client is to listen. The more you sell, the more you tend to look (and act) like a hammer looking for a nail – where any nail will do. In reality, the more you sell, the less you win.

This is entirely counter-intuitive to the average sales person, mostly because we are taught from the first day of sales training that the key to success is great sales techniques. You can find thousands of books on the art and science of selling – techniques, tricks, even scripts to “sell” the prospect. Our corporate sales training classes always insisted that sales is about understanding the prospect’s needs and then articulating your solution so that the prospect was compelled to choose your obviously-superior solution – right? Not so fast! The problem: most prospects don’t want to be sold.

This book on UnSelling is designed to shift the buyer-seller relationship from subservient (they say, “Jump,” we say, “How high?”) to collaborative and does so by having the seller resist the temptation to “sell” (or tell). UnSelling is focused on the more consultative approach of understanding the problem the client is intent on solving. The better we understand the client’s problem, the less we have to sell (if at all).

This eBook will outline an approach to control and win the most complex deals that includes:

- Qualifying new clients that requires no “selling” – period!
- Understanding how to create a collaborative relationship with the prospect so that your sales teams can understand the truth from the client – not what they want you to believe
- Contrasting the difference between traditional selling and this unique approach to UnSelling
- And understanding what to say and how to say it

Your sales people and leaders will never “sell” the same way again – and will win more as a result.

UnSelling: Sell Less ... To Win More By Peter Bourke Bibliography

- Published on: 2011-03-29
- Released on: 2011-03-29
- Format: Kindle eBook

 [Download UnSelling: Sell Less ... To Win More ...pdf](#)

 [Read Online UnSelling: Sell Less ... To Win More ...pdf](#)

Editorial Review

Users Review

From reader reviews:

Anthony Laflamme:

What do you think about book? It is just for students since they're still students or the idea for all people in the world, the actual best subject for that? Simply you can be answered for that query above. Every person has diverse personality and hobby for each other. Don't to be obligated someone or something that they don't need do that. You must know how great as well as important the book UnSelling: Sell Less ... To Win More. All type of book would you see on many methods. You can look for the internet sources or other social media.

Gary McIntosh:

The event that you get from UnSelling: Sell Less ... To Win More may be the more deep you searching the information that hide within the words the more you get interested in reading it. It does not mean that this book is hard to be aware of but UnSelling: Sell Less ... To Win More giving you joy feeling of reading. The article author conveys their point in particular way that can be understood simply by anyone who read that because the author of this e-book is well-known enough. That book also makes your current vocabulary increase well. That makes it easy to understand then can go with you, both in printed or e-book style are available. We highly recommend you for having this specific UnSelling: Sell Less ... To Win More instantly.

Jeffrey Spencer:

Reading a reserve can be one of a lot of activity that everyone in the world adores. Do you like reading book thus. There are a lot of reasons why people like it. First reading a publication will give you a lot of new details. When you read a book you will get new information because book is one of several ways to share the information or even their idea. Second, looking at a book will make anyone more imaginative. When you studying a book especially fictional book the author will bring you to definitely imagine the story how the figures do it anything. Third, it is possible to share your knowledge to other people. When you read this UnSelling: Sell Less ... To Win More, you may tells your family, friends in addition to soon about yours guide. Your knowledge can inspire average, make them reading a e-book.

Robert Schneck:

As a university student exactly feel bored to reading. If their teacher requested them to go to the library or make summary for some reserve, they are complained. Just small students that has reading's spirit or real their pastime. They just do what the trainer want, like asked to the library. They go to right now there but nothing reading very seriously. Any students feel that studying is not important, boring and can't see colorful

images on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this time, many ways to get whatever we really wish for. Likewise word says, ways to reach Chinese's country. Therefore this UnSelling: Sell Less ... To Win More can make you sense more interested to read.

**Download and Read Online UnSelling: Sell Less ... To Win More By
Peter Bourke #FVBL3S05AWP**

Read UnSelling: Sell Less ... To Win More By Peter Bourke for online ebook

UnSelling: Sell Less ... To Win More By Peter Bourke Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read UnSelling: Sell Less ... To Win More By Peter Bourke books to read online.

Online UnSelling: Sell Less ... To Win More By Peter Bourke ebook PDF download

UnSelling: Sell Less ... To Win More By Peter Bourke Doc

UnSelling: Sell Less ... To Win More By Peter Bourke Mobipocket

UnSelling: Sell Less ... To Win More By Peter Bourke EPub

FVBL3S05AWP: UnSelling: Sell Less ... To Win More By Peter Bourke