



UnSelling: Sell Less ... To Win More

By Peter Bourke

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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.

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

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