

**The New Solution Selling: The Revolutionary Sales
Process That Is Changing The Way People Sell By Keith
Eades, Keith M. Eades**

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Solution selling - wikipedia

Solution selling is a sales methodology. Rather than just promoting an existing product, the Frank Watts developed the sales process dubbed "solution selling" in 1975. Watts perfected his The new solution selling : The revolutionary sales process that is changing the way people sell. New York: McGraw-Hill. p. 299.

Want more conversions? focus your sales on selling benefits.

I've sold (a heckuvalot) without ever knocking on a door, sticking my foot in said door, or scribbling figures Advertisers and sales professionals alike have changed and are changing. Barrett calls solution selling the "real next revolution in selling. . This is the process that most people follow when they are ready to buy.

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Slow down, sell faster!: understand your customer's buying process

Keith Eades, The New Solution Selling: The Revolutionary Sales Process That Is Changing the Way People Sell (New York: McGraw-Hill. 2004), p. 138. Covey

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