



Conversations That Sell: Collaborate with Buyers and Make Every Conversation Count

Nancy Bleeke

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Today's buyers want more from sales professionals than a simple consultation...

What they're hungry for are **meaningful, collaborative conversations** built on mutual value and trust, that result in a Win3 ...where they, the seller, and the organization, achieve a winning outcome.

"Conversations That Sell" introduces sales professionals to the collaborative conversation skills they need to **capture the buyer's attention and secure business**.

Based on the author's five-step sales system, What's in It for Them (WIIFT) - Wait, Initiate, Investigate, Facilitate, Then Consolidate - the book shows readers how to:

- Prepare for an **effective sales call**
- Identify sales opportunities and the factors that **drive buyers to act**
- **Adjust their approach** to the type of buyer-Achievers, Commanders, Reflectors, and Expressers
- Make conversations flow easily
- Address problems, opportunities, wants, and needs
- **Work through objections**
- Advance and close sales; and more.

Packed with valuable tools and examples, salespeople in all industries will discover how to increase their short- and long-term sales success by keeping the focus of every conversation where it belongs-on the buyer.

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Jerrod Spicher:

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