



Customer Centered Selling: Eight Steps To Success From The Worlds Best Sales Force

Rob Jolles

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This revised edition of Robert Jolles's classic book on sales technique features brand new material throughout, including illustrations, teaching aids, coaching techniques, and true implementation strategies!

When you have a process, you have a way of measuring what you are doing. When you can measure it—you can fix it!

Customer Centered Selling teaches the secrets of the world-famous Xerox sales training by reversing the conventional selling practices of searching for customer needs, pitching product, and adopting an order-taking mentality. Jolles provides a systematic, repeatable, predictable approach that teaches how to anticipate and influence behavior by studying and understanding the client's "Decision Cycle" and critical "Decision Points." Through the use of case studies, interactive activities, and job aids, anyone—from a seasoned sales professional to a manager or parent—can not only learn the power to influence behavior, but can implement these ideas as well. Put to good use by Toyota, Disney, NASA, Nortel, General Electric, a dozen universities, and more than fifty financial institutions, *Customer Centered Selling* provides a step-by-step, consultative process that inspires as it teaches.

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