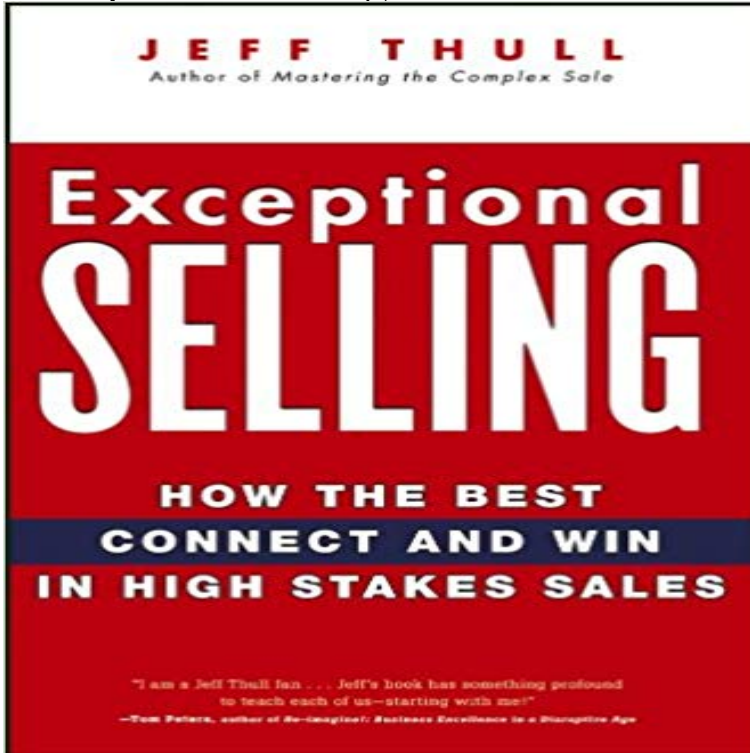


Exceptional Selling: How the Best Connect and Win in High Stakes Sales



Praise for Exceptional Selling Thulls leading-edge thinking makes this book extraordinary. This straightforward guide to communicating across all cultures with credibility and respect will give you a significant competitive advantage in a complex and crowded global marketplace. Guenter Lauber, Vice President, Siemens Energy & Automation, Inc., EA Systems Exceptional Selling may be one of the most important books written on sales and marketing communications for high stakes sales. It shows you how to stand apart from your competition, communicate with great clarity, and position your solution as the most compelling choice for the long term. Rob Mancuso, Senior Vice President, Investors Financial Services Corp. Thull has taken consultative and collaborative sales to new heights. The knowledge in this book is priceless. The trust and respect created by the diagnostic process is a must-have for success here in Asia and around the globe. It enables us to differentiate ourselves early and achieve long-lasting success. Tay Chong Siew, Major Customer Director, North Asia, BOC Gases Having achieved exceptional success by working with Thull and implementing the strategy and process in his first two books, Im astounded that his leading-edge thinking is captured in yet more detail in another brilliant book. The conversation examples of his powerful diagnostic approach will bring even greater success to our organization. Truly exceptional! Alberto Chacin, Director of On Demand Services LAD, Oracle USA Exceptional Selling is a dramatic departure from the vast majority of sales books. It scares me to see all the ways in which we can self-sabotage our sales opportunities-but thats only chapter one. Throughout the book, Thull describes compelling examples of how to succeed in a cluttered marketplace. Steven Rodriguez, Senior Vice President, Ceridian

Corporation Thull has again extended the concepts and thinking he developed in The Prime Solution and Mastering the Complex Sale. This is an essential read for anyone working to understand his customers in a complex world. Wayne Hutchinson, Vice President of SalesMarketing and Consulting, Shell Global Solutions International B.V.

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