



## Insight Selling: Surprising Research on What Sales Winners Do Differently

By Mike Schultz, John E. Doerr



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**What do winners of major sales do differently than the sellers who almost won, but ultimately came in second place?**

Mike Schultz and John Doerr, bestselling authors and world-renowned sales experts, set out to find the answer. They studied more than 700 business-to-business purchases made by buyers who represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results.

*Not only do sales winners sell differently, they sell radically differently, than the second-place finishers.*

In recent years, buyers have increasingly seen products and services as *replaceable*. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller—the insight seller—is winning the sale with strong prices and margins even in the face of increasing competition and commoditization.

In *Insight Selling*, Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners:

**Level 1 "Connect."** Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people.

**Level 2 "Convince."** Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options.

**Level 3 "Collaborate."** Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team.

They also found that much of the popular and current advice given to sellers can damage sales results. *Insight Selling* is both a strategic and tactical guide that will separate the good advice from the bad, and teach you how to put the three levels

of selling to work to inspire buyers, influence their agendas, and maximize value. If you want to find yourself and your team in the winner's circle more often, this book is a must-read.

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### Editorial Review

#### Review

The majority of experienced sellers would agree that while a lot of existing sales wisdom is good, some things have become outdated and must change. The hard part is deciding what to keep, what to change and what to discard. *Insight Selling* lays out a convincing case for which parts of current practice we should keep, which parts must be tweaked, and which parts must be changed entirely. Whether you're an experienced seller or just starting out in sales, you stand to learn something useful from this book.

Professor Neil Rackham, author of *SPIN Selling* "Wow! Even your most experienced strategic sellers will sharpen their game with these insights. RAIN Group's research and application to real life situations will educate your team on how to inspire buyers with possibilities and demonstrate the value add for your offerings like never before." Sandy Miller, Partner, Strategic Accounts, Aon Hewitt "While "solutions selling" isn't dead, it is now just the price of admission. In this book, Mike and John provide the fundamentals and techniques around advanced "insight selling" and how you need to become the change agent for the customer to be a true sales winner! After all, in sales the second-place finisher is just the first loser." Jim Madson, Vice President, Sales, Tyco SimplexGrinnell "Professional salespeople a decade ago wouldn't even recognize the landscape, challenges, and skill sets required today. This content is essential for contemporary sellers." Peter Ostrow, VP and Research Group Director, Customer Management, Aberdeen Group "The recipe for growth today is dramatically different than just a few years ago, yet many sellers have failed to adapt. For those aspiring to elevate their game, you've picked up the right playbook." Richard Tober, Senior Vice President, Capgemini "Few sales books are destined to become classics that will make a real difference in the world of selling. This one will join that rare club that will stand the test of time." Gord Smith, Partner, Hitachi Solutions "Schultz and Doerr are truly among the elite sales thought leaders. *Insight Selling* outlines exactly what you need to do to set yourself apart and find yourself in the winner's circle. It's a must read for even the most experienced sellers." Jill Konrath, bestselling author of *Agile Selling & SNAP Selling*

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From the Inside Flap

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#### **Henry McMahon:**

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