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Continuing to evolve the breakthrough thinking of his bestselling classic Mastering the Complex Sale in this new edition, Jeff Thull once again pushes the envelope to give professionals from individuals struggling with their first call, to senior executives trying to figure out why their value strategy is falling short a comprehensive guide to navigate and win high-stakes sales.

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You will find yourself rethinking your beliefs about selling, applying this straightforward strategy, and ...

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the conventional solutions-based, seller-first approach to sales into a diagnostic-based, customer-centric approach. In fact, a smarter way to sell, Thull persuasively argues in Mastering the Complex Sale, is to stop selling in the conventional sense and adopt a practical proven approach called Diagnostic Business Development (or the Prime Process).

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Updated September 24, 2020. A complex sale is one that includes more than one decision-maker. To

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Mastering the Complex Sale, How to Compete and Win When the Stakes are High is a book that will help great sales people sell better and new sales staff learn from the mistakes of others. There's so much insight in Mastering the Complex Sale, How to Compete and Win When the Stakes are High and it should be mandatory

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