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Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals

Erik Peterson, Tim Riesterer

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Win more deals with the perfect sales story!

“Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve.”
?Karen Quintos, CMO and SVP, Dell Inc.

“The concepts outlined in this book are critical skills to building a world-class presales organization.”
?Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP

“Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We’ve never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm.”
?Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company

“The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!”
?Ken Powell, Vice President, Worldwide Sales Enablement, ADP

“The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool.”
?Aron Ain, CEO, Kronos

About the Book:

In today’s highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition?or you will lose out. And the way to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story?the one in which they are the heroes and they achieve success.

Erik Peterson and Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in *Conversations That Win the Complex Sale*.

Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals.

With *Conversations That Win the Complex Sale*, you'll learn how to:

- Differentiate yourself from the competition by finding your "Value Wedge"
- Avoid parity in your value propositions by creating "Power Positions"
- Create a message that can literally double the number of deals you close
- Spike customer attention and create "Wow" in your conversations
- Prove all your claims without resorting to lists of boring facts and statistics

Your competitors are out there telling their own corporate story?a story customers *don't* want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging their would-be customers.

Conversations That Win the Complex Sale helps you create and deliver messages that customers care about, giving your brand the clear edge in today's crowded markets.

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Kenny Hardy:

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Blair Gant:

Often the book Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals will bring one to the new experience of reading some sort of book. The author style to describe the idea is very unique. Should you try to find new book you just read, this book very ideal to you. The book Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals is much recommended to you to learn. You can also get the e-book in the official web site, so you can quicker to read the book.

Robert Denney:

Playing with family in a park, coming to see the marine world or hanging out with good friends is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals, it is possible to enjoy both. It is great combination right, you still wish to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't obtain it, oh come on its called reading friends.

Mary Otter:

Are you kind of occupied person, only have 10 or maybe 15 minute in your morning to upgrading your mind proficiency or thinking skill also analytical thinking? Then you have problem with the book when compared with can satisfy your short time to read it because this all time you only find reserve that need more time to be read. Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals can be your answer mainly because it can be read by an individual who have those short free time problems.

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