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Gap selling pdf


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While Gap Selling operates on a relatively simple framework, mastering the strategy isn't easy. Reps need to stay in problem-centric mode during the entire sales process and constantly look for new ways to deliver value to the customer. Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. It invites you on a journey to transform the selling. Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight an aptively powerful new way to connect with buyers. The GAP selling methodology includes four steps: Identify the customer's needs: The first step in GAP selling is to identify the customer's needs and goals. The step-by-step process outlined below will help you implement the Gap Selling methodology in your organization. Gap Selling is a collaborative, empathetic process, which, like Customer-Centric Selling, allows the buyer to take the lead. Unfortunately, implementing this methodology isn't as easy as it sounds. How to put together a winning Gap Selling strategy.

 Difficulté Très facile

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