



Mastering the Complex Sale: How to Compete and Win When the Stakes Are High

By Jeff Thull

John Wiley & Sons. Hardcover. Book Condition: New. Hardcover. 304 pages. Dimensions: 9.1in. x 6.5in. x 1.3in. Praise for Mastering the Complex Sale: Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives. Geoffrey A. Moore, author of *Crossing the Chasm* and *Dealing with Darwin*: This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a selling process; it is a survival guide, a truly outstanding approach to bringing all the pieces of the puzzle together. Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRICriterion, Inc. Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment. Samik Mukherjee, Vice President, Onshore Business, Technip: Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable. Mastering the Complex Sale will be required reading for years to come! Lee Tschanz, Vice President, North American Sales,...



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