



## Exceptional Selling: How the Best Connect and Win in High Stakes Sales

By Jeff Thull

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Exceptional Selling: How the Best Connect and Win in High Stakes Sales, Jeff Thull, Praise for Exceptional Selling "Thull's leading-edge thinking makes this book extraordinary. This straightforward guide to communicating across all cultures with credibility and respect will give you a significant competitive advantage in a complex and crowded global marketplace." -Guenter Lauber, Vice President, Siemens Energy & Automation, Inc., EA Systems "Exceptional Selling may be one of the most important books written on sales and marketing communications for high stakes sales. It shows you how to stand apart from your competition, communicate with great clarity, and position your solution as the most compelling choice for the long term." -Rob Mancuso, Senior Vice President, Investors Financial Services Corp. "Thull has taken consultative and collaborative sales to new heights. The knowledge in this book is priceless. The trust and respect created by the diagnostic process is a must-have for success here in Asia and around the globe. It enables us to differentiate ourselves early and achieve long-lasting success." -Tay Chong Siew, Major Customer Director, North Asia, BOC Gases "Having achieved exceptional success by working with Thull and implementing the strategy...



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