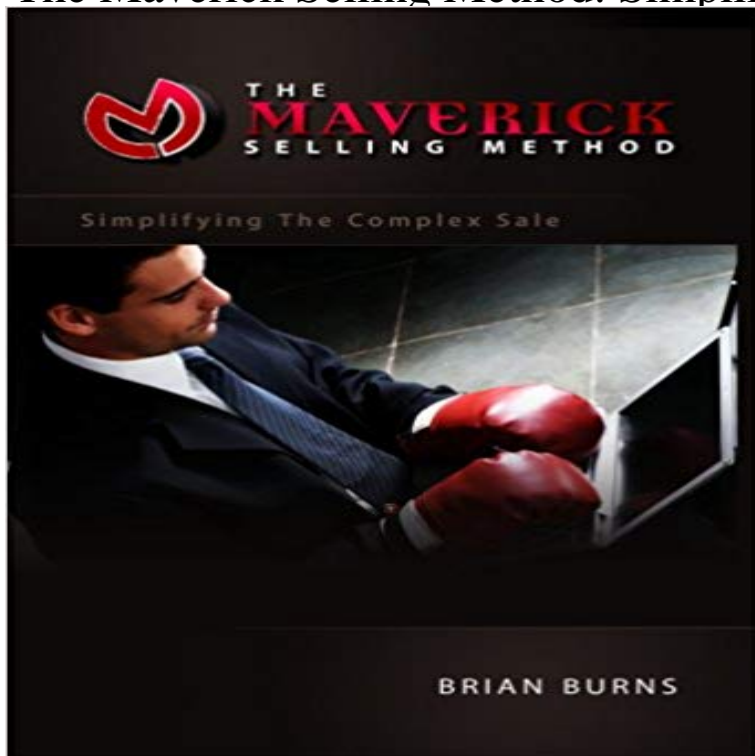


The Maverick Selling Method: Simplifying The Complex Sale



This book is the most up to date and detailed description of how to win the complex sale. The complex sale has to do with business to business selling, where the dollar amounts are high, there are several people involved in the decision and it is very competitive. The Maverick Method is a powerful and unique selling method that provides the complete picture of how complex sales work. The Method has been researched, developed and practiced over a twenty-year period. We have studied and modeled over one hundred of the most successful salespeople. Unlike other selling methods the Maverick Method has been proven by salespeople on the front-lines of the most difficult selling environments imaginable. The Mavericks that we have modeled have been able to create new markets, dominate their market segments and marginalize their competitors.

Unlike approaches like Challenger Sale, Spin Selling, Strategic Selling or Solution Selling this book shows you how the complex sale works and how to guide your prospect through the decision process. This book is based off both field research as well personal experience.

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