

# Customercentric Selling

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The Web has changed the game for your customers and, therefore, for you. Now, CustomerCentricSelling, already recognized as one of the premier methodologies for managing the buyer-sellerrelationship, helps you level the playing field soyou can reach clients when they are ready to buyand create a superior customer experience.Your business and its people need to be CustomerCentric willing and able to identifyand serve customers needs in a world wherecompetition waits just a mouse-click away.Traditional wisdom has long held that sellingmeans convincing and persuading buyers. Buttodays buyers no longer want or need to be soldin traditional ways.CustomerCentric Selling givesyou mastery of the crucial eight aspects ofcommunicating with todays clients to achieveoptimal results:Having conversations instead ofmaking presentationsAsking relevant questions insteadof offering opinionsFocusing on solutions and notonly relationshipsTargeting businesspeople insteadof gravitating toward usersRelating product usage instead ofrelying on featuresCompeting to win not just to stay busyClosing on the buyers timeline(instead of yours)Empowering buyers instead of tryingto sell themWhats more, CustomerCentric Selling teaches andreinforces key tactics that will make the most ofyour organizations resources. Perhaps you feelyou dont have the smartest internal systems inplace to ensure an ideal workflow. (Perhaps, asis all too common, you lack identifiable systemsalmost entirely.)

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