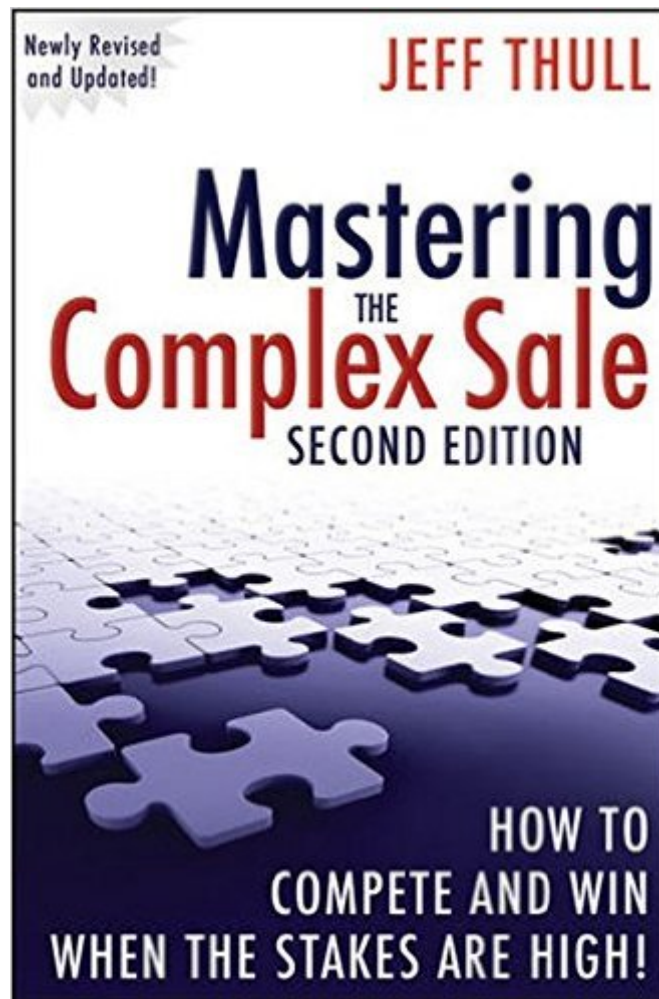


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# Mastering The Complex Sale: How To Compete And Win When The Stakes Are High!



## Synopsis

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." â 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'â it is a survival guideâ a truly outstanding approach to bringing all the pieces of the puzzle together." â Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, 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." â 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 remarkableâ Mastering the Complex Sale will be required reading for years to come!" â Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." â Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." â Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesisâ that professional customer guidance is the key to successâ rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." â Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." â Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

## Book Information

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## Customer Reviews

Note: The review below is of the first edition that Jeff Thull has since revised and updated in this second edition. In fact, the phrase "revised and updated" really should be "extensively revised and updated" because there is so much new material in this book (check out Chapters 8 and 9 in Part III) and the scope and depth of his brilliant Diagnostic Business Development (DBD) process is increased as he explains how it enables those who use it to get beyond selling to managing decisions in collaboration with the buyer; get beyond problem solving to facilitating beneficial change; get beyond meeting customers' immediate needs to managing their near-, mid-, and long-term expectations; get beyond single transactions to managing multi-dimensional relationships; and finally, to get beyond rote talking points and "value messages" to rich, rigorous, and interactive conversations. The second edition reflects the positive and significant influence of two books Thull published after the first edition, *The Prime Solution* and *Exceptional Selling*. He refines several of their core concepts in the second edition that also reflects substantial feedback that enlightens and strengthens the DBD process. In these and other ways, the second edition is more, much more than a sequel. As I read Thull's Introduction, I was reminded of Ken Robinson's explanation of the reasons for the second edition of *Out of Our Minds*: "...the first reason is that so much has happened since since [2000], both in *the world* and in *my world*... The second reason for this new edition is that I now have more to say about many of the core ideas in the book and what we should do to put them into practice...

I found this gem in a West Coast airport. I bought it partly because I have spent 20 years "selling" governments on the idea of doing more with unclassified sources and less with expensive secrets

that capture only 4% of the relevant information, and partly because when I role play the well-intentioned but largely hand-cuffed Director of National Intelligence (DNI), I see a real inability to make real change when allowing "business as usual" practices to continue. This book is tremendous. It is coherent, well-presented, with great illustrations, and a superb "reality check" section that the DNI or any other Cabinet leader or non-governmental or corporate or state executive would do well to adopt. The bottom line: any "sale," whether from an external or internal source, is ultimately about making change; about changing what has been done and how it has been done since time immemorial. Second bottom line: virtually every customer lacks the high-quality internal decision-process for diagnostics, surveying of what the options are, or evaluating tradeoffs, and once chosen, the customer needs help in implementing any complex solution because this will require internal change that the entire customer's enterprise will resist.

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