

# **Solution Selling: Creating Buyers In Difficult Selling Markets By Michael T. Bosworth**



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When products or services are hard to describe, intangible, have long sell cycles, or are expensive, chances are they're difficult to sell. In situations like this,

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Solution Selling Methodology Michael Nitso, Director WW Sales Summer 2009 1. Issue Yes Create Situational Fluency Tools Reengineer Buying Vision (Pain) HIGH DIFFICULTY SELLING Conceptual / intangible Difficult to learn as complex Unlimited applications First to market / late to market Heavy

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Solution Selling was written by a guy trying to sell in a tough Look at the subtitle of the book: “Creating Buyers in Difficult Selling Markets.”.

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His first book, Solution Selling: Creating Buyers in Difficult Selling Markets, was brilliant, and full of great advice. I highly recommend it.

## **Creating and managing superior customer value**

Consequently, creating superior value for customer means mobilizing and servicing actors far Solution selling, creating buyers in difficult selling markets.

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Solution selling is a sales methodology. Rather than just promoting an existing product, the It is typical for solution selling situations that the buyer only rarely purchases such a solution and instead needs the knowledge of the solution . Bosworth author two books on the topic of "creating buyers in difficult selling markets".

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### **Mike bosworth | the vision group**

Mike is the Best Seling Business Author of Solution Selling: Creating Buyers in Difficult Selling Markets (McGraw-Hill, 1993) and co-author of Customer Centric

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Instead of focusing on a prospective buyer, many salespeople spout lists of their product's or service's features and benefits. Does the buyer have a problem that

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In 1983, Bosworth founded Solution Selling, a sales-training organization. In 1993 he published Solution Selling: Creating Buyers in Difficult Selling Markets.1 \*

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Mike founded Solution Selling solo in 1983, began licensing his intellectual property to affiliates in 1988 and

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