



Consultative Selling: The Hanan Formula for High-Margin Sales at High Levels

By Mack Hanan

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If you're tired of taking an outsider's approach to the sales process-trying to get past gatekeepers who look at purchasing decisions on a case-by-case basis, simplistically judging your products' or services' value and comparing them to your competitors'-it's time to change your mindset. Consultative Selling shows you how to move beyond looking at yourself as a vendor and instead partner with your clients, helping them to make profit-improving business decisions validated by their return on investment. Providing a highly specific and consistently successful approach to sales, this revised edition is packed with new, more advanced strategies and techniques as well as the methods that have transformed countless other salespeople's careers since the book's original publication. Packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics, the eighth edition of this classic guide gets you past the gatekeepers, enabling you to reap the rewards of long-term, increasingly profitable business relationships.

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"Paul Tulenko, syndicated columnist: ""This is the seventh edition of an all-time favorite of salespeople everywhere. Buy this book.""

Praise for previous editions of Consultative Selling:

""A groundbreaking book." -- Sales and Marketing Strategies & News

""A major breakthrough in the way goods and services [are] sold. When Mack Hanan speaks, we should all listen -- really listen." -- Selling Magazine

""Everything is aimed at showing customers how a transaction with you will either reduce their costs or increase their revenues. Hanan gives detailed examples of his profit improvement plans and how the most mundane product or service can be proposed as a profit-making investment for a customer." -- Kevin Pierce, Fort Myers News-Press

""Hanan offers the same in-depth, easy-to-follow plan that has made Consultative Selling the classic in its field. Everything you will need to know about changing your sales relationship from vendor/customer to consultant/client is explained precisely. Hanan literally wrote the book on the subject" -- Sales Doctors Magazine

""Consultative Selling provides the sales representative with the ultimate product to sell -- customer profit. When customer profit becomes the product, then other vendors who offer 'benefits' or even 'solutions' end up taking the back seat. Consultative Selling defines 'value-added' to customer managers . . . end of conversation!" -- J. Kirk Baugher, Manager, AS/400 Software Channels, IBM

""Consultative Selling has proven to be one of our most valuable sales tools. It has provided us with a common language for executive-level communications with our customers, and clearly focuses on their real issues of financial results. It's a survival kit for doing business." -- Ralph L. Genesi, Director, Marketing and Sales Development, Honeywell"

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