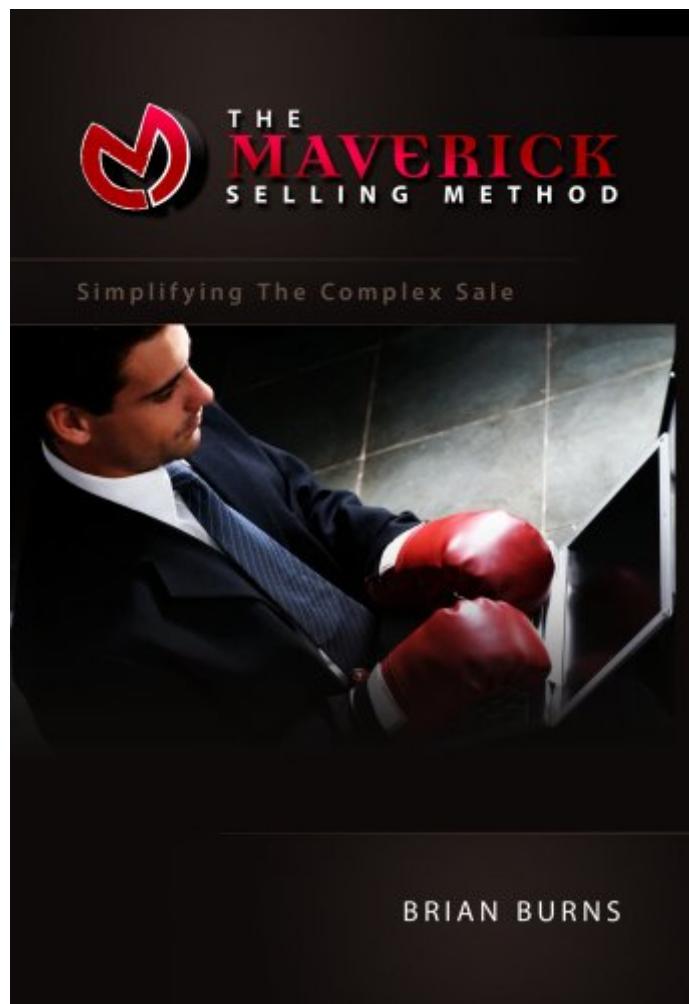


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# The Maverick Selling Method: Simplifying The Complex Sale



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

This is an excellent book on how to master the \*complex\* sale and raise your game from the status of A or B player to that of a "Maverick". Despite the name, it's not about being a lone wolf or loose cannon but more about thinking for yourself and becoming a master of your craft. It's essentially about understanding and executing upon all the critical (and many times, overlooked) steps needed to successfully navigate and close the complex B2B sale. What I liked about this book is that it doesn't recommend the same old tired ABC techniques that just don't work in a B2B sale (when you're having many meetings with several different players in an organization, each of whom have their own part in the overall purchasing decision). Brian Burns gives helpful advice such as not changing who you are - sell the way you're comfortable selling so it comes across as genuine. He makes you realize that you may know how to sell but your customer doesn't necessarily know how to buy. The Maverick Method helps you learn how each organization purchases differently and how to tailor your approach to arrive at a positive outcome. Other key points he brings up are making sure to know who all the key stakeholders are in the organization and to engage with each of these people to find out what they specifically care about and learn about "what's in it for them?". This book teaches how to keep deal momentum going and will train you how to control the sale as it moves through the organization. You'll essentially know what to do ahead of time, which will shorten your sales cycles. After reading this book, I got a much better sense of why previous deals kept slipping. I now have a much better grasp on what I need to do to ensure success.

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