



Never Be Closing: How to Sell Better Without Screwing Your Clients, Your Colleagues, or Yourself

Tim Hurson, Tim Dunne

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Speaker and consultant Tim Hurson presents 12 techniques that benefit both the seller and the client. Never Be Closing expands on the principles of Tim Hurson's first book, Think Better, to teach salespeople how to improve their strategy and sell anything to anyone using a simple, repeatable framework. This isn't a book full of mundane tactics for cold-calling or techniques for closing a deal. This is a problem-solving approach that is more beneficial for both the seller and the client. Selling better isn't just a one time thing; it's a way to become a more valuable long-term partner. With their "Productive Selling Model," Hurson and Dunne offer business people a set of 15 tools to pull apart their current techniques, analyze them, and re-assemble them in a dynamic way. The authors include practical advice mixed with helpful anecdotes to build mutually productive relationships between seller and client, including: * The Rashomon Effect, which teaches readers how to bridge the gap between different perspectives. * The Hitchcock Method, which offers readers strategies on developing a script about themselves, their company, and their products. * The Sales Conversation, a three step structure to explore the client's needs, establish credibility, and deliver value. Tim Hurson is the founding partner of Manifest Communications, one of North America's leading social marketing agencies. He launched ThinkX Intellectual Capital in 2004 and is the author of Think Better: An Innovator's Guide to Productive Thinking. Tim Dunne is a consulting partner with ThinkX, KnowInnovation, and New & Improved, firms that offer leadership, innovation, and sales training to companies worldwide.

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