

## Slow down, sell faster!: understand your customer's buying process and maximize your sales

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### Abstrak

The biggest mistake you're making in your sales career right now is equating a faster pitch with a faster close. Believe it or not, you will actually experience greater success if you slow down. *Slow Down, Sell Faster!* shows you how to stop jumping the gun and work with your customers to identify and quantify their real needs, so by the time you begin your pitch in earnest, you're already halfway home. Featuring a simple yet powerful eight-step process and practical, repeatable techniques, *Slow Down, Sell Faster!* is packed with examples from the author's extensive experience, plus research on customer buying processes rather than traditional selling processes. This buyer-focused approach to selling extends to proposals and presentations, loyalty and retention, and, of course, cultivating more business. Each step in the book corresponds to a role you should adopt to meet a customer's needs at each stage of the buying process. There are two sides to every sale. In today's extra challenging business climate, understanding the buying process is where professional selling should start.