

Book helps your sales team “unstick” prospects

by Nicole Saltsman

If you are looking for a way to de-mystify the complicated world of sales for yourself or your sales team, I have a recommendation.

Finding the Sticking Point: Increase Sales by Transforming Customer Resistance into Customer Engagement by Brady G. Wilson is an easy read book for people wanting to learn more about what really holds clients back from signing the contract. It explains in simple terms how to effectively obtain the right information to ‘unstick’ them.

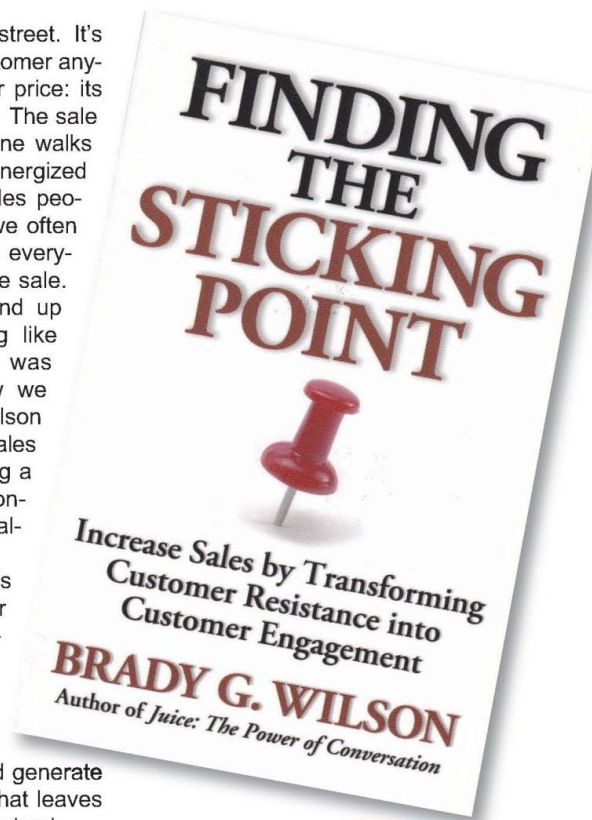
Using personal, real world experiences, Wilson illustrates the effectiveness of drawing the client out through a “pull” conversation method rather than a “push.” Wilson explains the powerful energy that is generated and released when clients are pulled into the process and how much easier it is on sales people in negotiating the sale. There are a lot of sales books, blogs, websites, and self-appointed gurus wanting to share their special sales secrets with us and how to increase sales by getting through to our clients. What I like most about *Finding the Sticking Point* is that it’s straight forward and uses language and techniques that we can all put into practice immediately. Reading this book, I felt as though I was having a great conversation with a friend who truly wants to help and it shows how user-friendly the pull conversation process is in uncovering the sticking point and moving through it.

The other thing that I really like about this book is that Wilson understands

that sales is truly a two-way street. It’s not just about giving the customer anything they want at whatever price: it’s really about mutual respect. The sale is only successful if everyone walks away feeling positive and energized about the process. For sales people, this is something that we often put aside to ensure we do everything and anything to get the sale. However, sometimes we end up completing the sale feeling like our role in the process was undervalued and somehow we are perceived as inferior. Wilson helps with this side of the sales equation as well by providing a specific, professional, non-threatening way to bring balance to the relationship.

Finding the Sticking Point is a great read and is useful for anyone – not just sales people – wishing to improve communications and learn how to truly pull the best out of any situation, increase mutual respect and generate an exceptional experience that leaves everyone engaged and energized.

Brady Wilson is an author and expert on how conversation affects organizational energy to create dynamic results. He has been called upon internationally by *Fortune 500* clients to help them use a “conversational operating system” to overcome insurmountable challenges and achieve unprecedented results. He is also the co-founder of Juice Inc. www.juiceinc.com



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