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Solution selling

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emerged as a sales methodology coined in the late 1970s by Michael Bosworth. By solving a problem, a rep finds a customer a “solution”. Solution-based selling tends to be a practical approach for sales teams to take.

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Solution selling is a type and style of sales

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and selling methodology. Solution selling has a salesperson or sales team use a sales process that is a problem-led (rather than product-led) approach to determine if and how a change in a product could bring specific improvements that are desired by the customer. The term "solution" implies that the proposed new product produces

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improved outcomes ...

## **Solution selling - Wikipedia**

Steve Bosworth is a principal with Bosworth & Kenney: A

CustomerCentric Selling® Platinum Business Partner.

Beginning his sales career in 1983, Steve attended a workshop conducted by his brother, Mike Bosworth, founder of Solution Selling®. In

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1984 and 1985, he was the top salesperson at Global Computer Systems.

## **Steve Bosworth - EyesOnSales.com**

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Mike Bosworth is probably the smartest guy I ever met in the sales training world. His first book, Solution Selling: Creating Buyers in Difficult

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Selling Markets, was brilliant, and full of great ...

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Even the author and founder of Solution Selling & CustomerCentric Selling, Mike Bosworth, agrees. "The number one complaint I heard from sales managers was that the bottom 80 percent of their salespeople quit trying

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to use the methodology within 10 days of the workshop.” (‘Mike’s Ah-Ha moment’ Sept. 2011 ).

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Solution Selling caught on with other industries as well, and was finally put into cohesive form by sales executive and trainer Michael Bosworth, in his 1994

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Bosworth sells us all on solution selling. He teaches us how to sell everything from shoes to software. IBM recommends this book as the definitive guide to their sales strategy. Bosworth provides numerous examples, case studies, and most importantly he explains

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and analyzes each of them.

## **Solution Selling: Creating Buyers in Difficult Selling ...**

Solution selling is a sales methodology that became popular in the 1980s. The formula is pretty simple: The salesperson diagnoses her prospect's needs, then recommends the right products and/or services to fill those needs.

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