



Selling in a New Market Space: Getting Customers to Buy Your Innovative and Disruptive Products

Brian C. Burns, Tom U. Snyder

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Create new markets for your innovative offering using the field-proven Maverick Method! Developing an innovative product that breaks all the rules of the market is the first step to success in today's economy. Now, how do you get organizations to purchase it? *Selling in a New Market Space* reveals the sales secrets of the companies that have taken their disruptive innovation offerings to the greatest heights. What you need for ultimate success is a team of Maverick Sellers--people who use sales techniques that are as innovative as the product they're selling. This new type of salesperson understands that conventional methods serve only to doom new innovations to failure. *Selling in a New Market Space* explains how to build highly successful sales teams that create markets from scratch by: Articulating a compelling vision for the future Pinpointing your target market Controlling the decision making process Exposing exactly how large organizations make product sections Throughout the book, the authors weave true-life case studies illustrating how the Maverick Method has resulted in landmark deals and long-term success for innovative new products. Don't squander a once-in-a-lifetime opportunity. Use *Selling in a New Market Space* to ensure your get maximum revenue potential from your new offering.

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.

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