



Mastering the Complex Sale: How to Compete and Win When the Stakes are High!

Jeff Thull

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Mastering the Complex Sale: How to Compete and Win When the Stakes are High! Jeff Thull **Praise for Mastering the Complex Sale**

"Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives."

—Geoffrey A. Moore, author of *Crossing the Chasm* and *Dealing with Darwin*

"This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together."

—Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc.

"*Mastering the Complex Sale* brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment."

—Samik Mukherjee, Vice President, Onshore Business, Technip

"Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—*Mastering the Complex Sale* will be required reading for years to come!"

—Lee Tschanz, Vice President, North American Sales, Rockwell Automation

"Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks."

—Dave Stein, CEO and Founder, ES Research Group, Inc.

"Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels."

—Sven Kroneberg, President, Seminarium Internacional

"Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. *Mastering the Complex Sale* is the essential read for any organization looking to transform their business for long-term, value-driven growth."

—Jon T. Lindekugel, President, 3M Health Information Systems, Inc.

"Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference."

—Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

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