



Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship

Mahan Khalsa, Randy Illig

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The new way to transform a sales culture with clarity, authenticity, and emotional intelligence.

Too often, the sales process is all about fear.

Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy.

Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy—a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction.

This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- ? Start new business from scratch in a way both salespeople and clients can feel good about
- ? Ask hard questions in a soft way
- ? Close the deal by opening minds

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