DESCRIPTION

NAMED THE #3 TOP SALES BOOK OF 2018!

Make extraordinary sales happen!

In the Age of the Customer, sales effectiveness depends mightily on the buyer experience. Despite nearly-universal agreement on the need for creating value in every step of the buyer’s journey, sellers continue to struggle with how to create that value and connect meaningfully with buyers. New research bridges the gap and reveals the behavioral blueprint for sellers that makes buyers more likely to meet with them — and more likely to buy from them.

In *Stop Selling & Start Leading*, you’ll discover that the very same behaviors that make leaders more effective also work to make sellers more effective, too. This critical shift in the selling mindset, and in the sales role itself, is the key to boosting your overall sales effectiveness.

- Inspire, challenge, and enable buyers
- Change your behavior to build trust and increase sales
- Step into your leadership potential
- See yourself the way your buyers do
• Feel good about selling again

When you’re aiming for quota attainment and real connections with buyers, this book gives you the confidence and skills you need.

ABOUT THE AUTHOR

JAMES M. KOUZES is the Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University, and according to the Wall Street Journal, one of the twelve best executive educators in the United States.

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DEB CALVERT is the founder of People First Productivity Solutions and The Sales Experts Channel, and author of one of HubSpot's "Top 20 Most Highly Rated Sales Books of All Time."

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