



Value-Added Selling : How to Sell More Profitably, Confidently, and Professionally by Competing on Value, Not Price

Tom Reilly

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In a marketplace too often focused on price, *Value-Added Selling* provides sales professionals with a market-proven approach for selling customers on the inherent value of a product. Based on a value-selling model proven to work across industries and product lines, this step-by-step book explains how to define value in the client's terms, orient a pitch to fit the client's needs, and close the deal. It gives sales pros the tools and confidence they need to now and forever de-emphasize price in the selling equation.

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