



What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story

Michael Bosworth , Ben Zoldan

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This groundbreaking book offers extraordinary insight into the greatest mystery in sales: how the very best salespeople consistently and successfully influence change in others, inspiring their customers to say yes. Top-performing salespeople have always had a knack for forging connections and building relationships with buyers. Until now, this has been considered an innate talent. What Great Salespeople Do challenges some of the most widely accepted paradigms in selling in order to prove that influencing change in buyers is a skill that anyone can learn. The creator of Solution Selling and CustomerCentric Selling, Michael Bosworth, along with veteran sales executive Ben Zoldan, synthesize discoveries in neuroscience, psychology, sociology, anthropology, and other disciplines, combining it all into a field-tested framework helping you break down barriers, build trust, forge meaningful relationships, and win more customers.

What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story Details

Date : Published February 27th 2012 by McGraw-Hill (first published December 20th 2011)

ISBN : 9781283395656

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Format : ebook 288 pages

Genre : Business, Nonfiction

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From Reader Review What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story for online ebook

Hope says

Compelling ideas supporting the role of stories in sales, relevant to leaders and frankly ICs in all roles.

Luke Smith says

A refreshing, humanising look at sales and the power of telling stories.

Henry says

EXcellent in a long line of great strategic sleigh books by Mike. This one goes where no other sales training book has gone in in looking at the science of seeing through emotional connection and the power of story. Must read if you are in B2B software tech sales and marketing.

Jason Williams says

In the spirit of a recent update from Kerry, I wanted to share with everyone a recommendation for a great business book to read. The book, What Great Salespeople Do, is primarily targeted at sales, but the message is applicable to just about anyone that needs to communicate an idea to someone (i.e. everyone at Pariveda, all levels). This is one of the best business books I have read in a long time, and I strongly recommend that everyone consider reading it if you could benefit from better communication skills.

The premise of the book is relatively simple: people comprehend best through story. As an example... In the past several years I have been expected to attend networking events more and more frequently. While there are several groups that put on good content, I was usually anxious when the free-form socialization starts and I need to introduce myself to someone new. I would often talk with people and share facts about myself (lived in Georgia my whole life, 5 years at Avanade, 2 years at BlueFletch, now I'm at Pariveda) or facts about Pariveda (10 years old, headquartered in Dallas, general IT consulting). These "facts" never seemed to engage the listener. I had been working on creating stories from these, but this is the first book that has provided a story framework that is really helping me to develop an interesting story about Who I Am and Who I Represent, among other "stories" from my professional and personal history. I'm still in the early days of practicing the activities and behaviors espoused in the book, but I already feel more confident that I can tell my stories in a more compelling way. I suspect there are others out there that could equally benefit from such a framework, which is why I'm sharing this.

Ace says

Where's the science? There's a short chapter that's dedicated to explaining what the authors feel are the core "scientific" concepts of the book: left brain/right brain dominance and mirror neurons. Left brain/right brain has essentially been proven false, and the significance of mirror neurons is still unproven, yet they're treated as cornerstones of modern neuroscience in this book. The other "science" they use comes from non-scientists like Malcolm Gladwell ("tipping points") and Seth Godin ("tribes"), both of whom have reputations as excellent storytellers who nevertheless disregard evidence to solidify their conclusions.

The remaining content relies almost exclusively on personal anecdotes and New Age touchy-feely nonsense to support the author's points about how to sell. Occasionally, they'll say something like "Whoa, that sounds like something suited to right-brain people, not left-brain!" or "hey, that guy didn't utilize mirror neurons correctly!", but that's about it. It's really frustrating to see science so blatantly abused in order to sell bullshit. If you want to tell people about how you have successfully sold products or services in the past, great! But don't pretend that you've got a solid foundation of science to support your conclusions when you're planning on using anecdotes and TEDx-worthy pop-sci as your primary means of "proof."

Shawn Camp says

Easy to read and follow. Storytelling has been something I've known works well in sales, but presented in this way it makes complete sense.

Brandon Allen says

Great insight to improve your sales process

I found this book to have some great insight into using stories more powerfully in your sales process. This approach is great for anyone who wants to come off as someone who actually cares about people rather than just wants to sell them something.
