

SLOW DOWN, SELL FASTER!
***Understand Your Customer's Buying Process
and Maximize Your Sales***
By Kevin Davis (AMACOM Books)

"This is a great book, a breakthrough in modern selling!"
Brian Tracy, author, *The Psychology of Selling*

Every salesperson wants to close more deals faster. Ironically, they are often their own worst enemy— moving too quickly to pitch a solution before the customer is prepared to buy.

In his new book ***SLOW DOWN, SELL FASTER!: Understand Your Customer's Buying Process and Maximize Your Sales*** (www.SlowDownSellFaster.com), sales expert Kevin Davis explains, "The key to speeding up buying is to actually *slow down each sales conversation*."

Davis, who has more than 30 years of experience in the field, says salespeople need to spend more time getting customers to think about their needs, and about the impact of *not* making a change. When customers fully appreciate all the ripple effects of inaction, they are more likely to see the need to take action sooner rather than later.

"That's how slower selling can lead to faster buying," says Davis. "It requires that sales people really get in sync with each step of the customer's buying process."

Research from the highly respected Chally Group Worldwide, based on over 80,000 interviews with customers, backs up Davis's assertion. It shows that "customers usually award the sale to the salesperson who has been there through every step of their buying process."

Selling at the right speed is an art. The core of ***SLOW DOWN, SELL FASTER!*** is a set of eight chapters that describe Davis's approach to selling. "Salespeople have to realize that customers don't care about the salesperson's selling process. They care about their buying process. An understanding of buying is where selling should start."

That theme is woven throughout the book. The core chapters describe the eight steps that customers usually go through when buying. Each is matched by a common profession—doctor, architect, coach, etc.—that embody the skills that a salesperson needs to help customers through that buying step.

The book concludes with a special chapter for sales managers, with expert advice and specific tools for coaching, sales presentation planning, and strategizing.

Readers will learn how to match their sales behaviors to customers needs at every step of the buying process, see how they can:

- Get more appointments—especially at the C-level—by using a problem-focused prospecting approach.
- Combat their most lethal competitor: customer complacency.

- Use probing questions to diagnose small problems that can point to bigger needs.
- Master the complicated politics of selling to multiple decision makers.
- Overcome common selling dilemmas, such as customers who go silent at the eleventh hour.
- And much more.

Now more than ever, sales leaders will be those who differentiate themselves not by what they sell, but by *how* they sell. Customers are looking for salespeople who develop a deep, genuine understanding of their buying needs, constraints, and pressures.

Taking the traditional sales process in a radically different direction, ***SLOW DOWN, SELL FASTER!*** leads the way to turning around sales and keeping a business thriving.

ABOUT THE AUTHOR

Kevin Davis (Reno, NV) is president of TopLine Leadership, Inc., (www.toplineleadership.com) a leading sales and sales management training company serving clients from diverse sectors. He has 30+ years of experience as a salesperson, sales manager, sales trainer, and consultant. His 1996 book *Getting Into Your Customer's Head* helped redefine how salespeople approach selling.

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