



Product-Centric

- Understanding and satisfying your customers' requirements
- Discovery focused on capturing needs
- Value based on features, advantages and benefits
- Straightforward sales process
- Traditional B2B sales organisation mindset

Solution-Centric

- Understanding and solving your customer's problems
- Discovery focused on uncovering pain
- Value based on projected return on investment in "solution"
- Solution selling process
- Typical current complex B2B sales mindset

Outcome-Centric

- Achieving your customers' expected outcomes
- Discovery focused on shaping expected outcomes
- Value created by achieving the expected outcomes
- Customer success process
- The future of complex B2B sales

The Outcome A Novel Approach To Selling

Tom Watson, Paul Noble



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Table of Contents The Outcome A Novel Approach To Selling

1. Understanding the eBook The Outcome A Novel Approach To Selling
 - The Rise of Digital Reading The Outcome A Novel Approach To Selling
 - Advantages of eBooks Over Traditional Books
2. Identifying The Outcome A Novel Approach To Selling
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an The Outcome A Novel Approach To Selling
 - User-Friendly Interface
4. Exploring eBook Recommendations from The Outcome A Novel Approach To Selling
 - Personalized Recommendations
 - The Outcome A Novel Approach To Selling User Reviews and Ratings
 - The Outcome A Novel Approach To Selling and Bestseller Lists

5. Accessing The Outcome A Novel Approach To Selling Free and Paid eBooks
 - The Outcome A Novel Approach To Selling Public Domain eBooks
 - The Outcome A Novel Approach To Selling eBook Subscription Services
 - The Outcome A Novel Approach To Selling Budget-Friendly Options
6. Navigating The Outcome A Novel Approach To Selling eBook Formats
 - ePub, PDF, MOBI, and More
 - The Outcome A Novel Approach To Selling Compatibility with Devices
 - The Outcome A Novel Approach To Selling Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of The Outcome A Novel Approach To Selling
 - Highlighting and Note-Taking The Outcome A Novel Approach To Selling
 - Interactive Elements The Outcome A Novel Approach To Selling
8. Staying Engaged with The Outcome A Novel Approach To Selling
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers The Outcome A Novel Approach To Selling
9. Balancing eBooks and Physical Books The Outcome A Novel Approach To Selling
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection The Outcome A Novel Approach To Selling
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine The Outcome A Novel Approach To Selling
 - Setting Reading Goals The Outcome A Novel Approach To Selling
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of The Outcome A Novel Approach To Selling
 - Fact-Checking eBook Content of The Outcome A Novel Approach To Selling
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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