



# **Selling To The Point: Because The Information Age Demands a New Way to Sell**

*Jeffrey Lipsius*

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# Selling To The Point: Because The Information Age Demands a New Way to Sell

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*If you are a salesperson, Selling To The Point can radically improve the way you work.*

*Selling To The Point* begins by showing that the whole idea of "selling" something to someone is over, finished, dead. Yes, it might be true that using your old ways, your buyer might eventually purchase something. But have you noticed how hard that's getting?

The problem is not about you. The fact is, this is a new world. In *Selling To The Point*, Jeffrey Lipsius reveals what your buyers really need from you in this new world--even if they don't know how to ask. Lipsius removes most of the old unquestioned assumptions basic to traditional sales training. Instead, you will learn to see your professional life in a new and refreshing way. Before long, you too will think of "selling" as a completely outmoded way of working. Instead, you will be focused on the *Point* of selling. And what is the *Point* of selling? It's amazingly simple.

Unlike a lot of boring "how-to" books, *Selling to the Point* is fun to read because it's told as a story. Here you will meet real people, people who may be quite a bit like you and your customers. You'll experience how they go through the transformation of becoming better buyers, with the help of their salespeople. And as soon as you have read only a few chapters, you'll be able to put Lipsius's powerful new concepts right to work. It's actually that easy, and maybe even fun to change your understanding of the selling process.

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