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customer selling is really about solving problems for your customer tony robbins solution selling is a customer-centric approach to sales that focuses on understanding the customer's business objectives and challenges and proposing solutions that address their specific needs solution selling is a sales technique wherein sellers focus on identifying a prospect's needs then recommend a particular product or service that addresses those needs instead of simply pushing their product or service on potential buyers reps use solution selling to thoroughly diagnose a prospect's problem and offer tailored solutions home frameworks solution selling a complete framework of solution selling get insights into your customer's prospects using this framework and use it as an advantage to stand out from your competitors learn how to sell a solution rather than simply focusing on the product's specs and features by anisha n contributor reviewed by the solution selling process also known as a sales formula or sales framework is key to consistently succeeding in sales some of the benefits of using the solution selling process outlined in this guide include it creates a system allowing you to close sales like a road map certainty for both you and your potential clients a sales methodology is a framework or set of principles that guides your sales reps to close clients it takes goals and turns them into actionable steps for your reps to complete during each stage of the sales process the solution sales framework can be defined as a structured approach to sales that involves identifying customer pain points uncovering their needs and proposing customized solutions that address their specific challenges it revolves around building strong relationships with customers and delivering value throughout the sales process get started 6 of the top sales methodologies with examples think about your unique approach to sales when crafting your sales methodology then you can choose a methodology that will suit you so that you can perform with confidence here are six methodologies to consider download this free cheat sheet to start closing more sales what is solution selling solution selling was created in the mid 1970s by an employee of wang laboratories frank watts in summary solution selling is a sales approach that replaces old product selling practices it focuses on selling the solution to the prospect's problem 1 assess your current sales process 2 design your solution selling framework 3 implement your solution selling framework 4 evaluate and optimize your solution selling the ghost of sales present solution selling it took a while for the broader market at least in the world of complex b2b sales to adopt this framework but solution selling rose in popularity during the 1980s and still enjoys widespread adoption today what is the best solution selling framework for sales engineering powered by ai and the linkedin community 1 identify pain points 2 qualify opportunities 3 develop solutions 4 value selling framework what is sales methodology sales methodology is an element in the sales process that refers to the framework philosophy or general tactic that guides how a salesperson approaches each step within the process sales methodology bridges the gap between what needs to be done and how to do it a sales methodology is a set of rules for how you sell your products or services to customers it's a philosophy of selling often based on a particular belief about customer psychology it defines how you should approach prospects and the kind of things that you should say to them

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