



# Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit

*Tom Snyder, Kevin Kearns*

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**From the creators of *SPIN Selling*®--a groundbreaking strategy for selling at a premium price every time.**

Do you frequently discount to win business? Do your customers ignore the differentiators you believe you bring to the marketplace? Does your brand seem to matter less to customers today?

Great products, stellar service, and a strong brand are just prerequisites today. They no longer differentiate. If you don't do something radically different soon, you will become unnecessary to customers.

Integrating the most comprehensive research in the selling profession with years of realworld application by leading sales organizations, Huthwaite, Inc., creator of *SPIN Selling*®, brings you *Escaping the Price-Driven Sale*. This book builds on Huthwaite's history of providing groundbreaking concepts with straightforward guidance for execution.

Sellers who master requisite new skills can dominate their market and virtually eliminate their competition. Those who fail to make the adjustment are doomed to irrelevance.

*Escaping the Price-Driven Sale* reveals how sellers can become differentiators themselves by providing insight that customers cannot find elsewhere.

In this book you will discover:

- The tectonic shift in today's market that has irrevocably changed the nature of consultative selling
- Four strategies for selling at a premium—even in a commoditized market
- How to create lasting behavior change, individually and organizationally, to succeed in today's marketplace

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