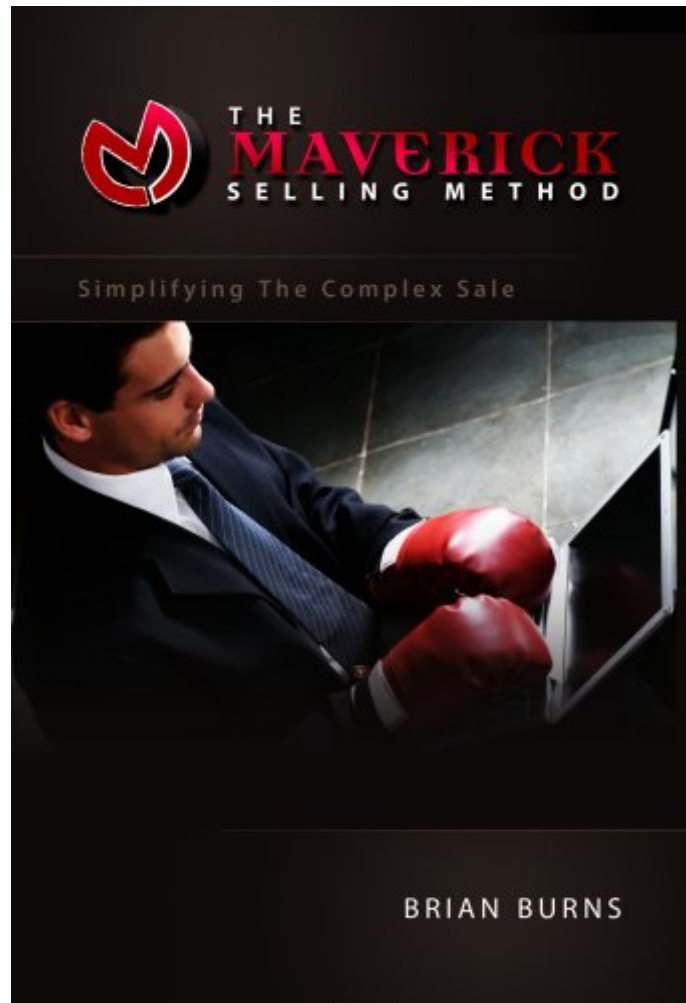




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# The Maverick Selling Method: Simplifying The Complex Sale



## Synopsis

This book is the most up to date and detailed description of how to win the complex sale. The complex sale has to do with business to business selling, where the dollar amounts are high, there are several people involved in the decision and it is very competitive. The Maverick Method is a powerful and unique selling method that provides the complete picture of how complex sales work. The Method has been researched, developed and practiced over a twenty-year period. We have studied and modeled over one hundred of the most successful salespeople. Unlike other selling methods the Maverick Method has been proven by salespeople on the front-lines of the most difficult selling environments imaginable. The Mavericks that we have modeled have been able to create new markets, dominate their market segments and marginalize their competitors. Unlike approaches like Challenger Sale, Spin Selling, Strategic Selling or Solution Selling this book shows you how the complex sale works and how to guide your prospect through the decision process. This book is based off both field research as well personal experience.

## Book Information

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## Customer Reviews

I purchased *The Maverick Selling Method* in 2010 and somehow got distracted and didn't read it. Just recently I picked it up and finished it in two days. When I first picked it up I wondered if the content would stand the test of time. The advice in this book is timeless. It's as valid today as the day it was written. Because of the title I thought it would be about being a rebel salesperson - far from it - rather it's about executing every step of selling process masterfully and Brian Burns articulates how to do that very well. *The Maverick Selling Method* focuses on complex B2B sales. Though it is not how Brian Burns organizes it in the book, in my mind the book breaks down the method into three areas: Attitudes, Characteristics and Process. This is brilliant and recognizes the truth that process is not everything and that our attitudes and characteristics greatly affect execution. There are a few books in this class so I think it would be useful to reviewers to understand how this book compares to books like *Strategic Selling*. (I am certified in Miller Heiman's *Strategic Selling* btw) This book covers important gaps that exist in other complex selling books. For example in addition to describing how to navigate the complex sale it goes into detail on how to actually get the buying decision and what to do when you can't create a technical or business win. It describes how to win even if you have no coach or champion in the account. And it goes into more detail on how to address competition than any of the other books in this genre. In a nutshell it describes what to do when things go wrong in your complex sale and that makes it very valuable. This book is excellent and I would recommend it to everyone involved in B2B complex sales. I'd also recommend listening to Brian Burns' podcast *The Brutal Truth About Sales & Selling*. You find a wealth of information there that complement the book.

I've read many consultative selling skills with templates to help you structure the pitch etc.. however I found those techniques to be bit "clinical". I had an inner sales person I just didn't know how to tap in to. More I read step by step guides to Sales the more unnatural it made me feel and created the whole experience awkward. This book is quite different. I actually became successful as a sales person after reading this book. I had lots of obstacles in my way to closing sales such as bad product fit in the market, over priced products, lack of support from factories and everything else. At one stage we joked that we had a better chance winning the lottery than being able to sell. However, after reading this book the penny dropped!. I sold the world's first product with a customer who also helped me fight a consultant who was blocking our product in favor of a competitor product. Structured deals in a way that customers initiated a exclusive agreement with my company locking out competitors. Everything changed from me trying to sell to customers wanting to buying from me. If this sounds too good to be true that's because it does sound too good to be true. All I'm

saying is this book made the penny drop!. I can't say with certainty that it will to you as well but might be worth a shot. Must say that in addition to reading the book, I did work extremely hard, never gave up, listen to what customer wanted and REALLY put my self in customers shoes. I put all the internal pressure aside and started saying to all my managers that Shareholders and Customer pay my salary so I'm going to do everything I can to bring a Win/Win outcomes to those people while asking them to "P%^\* Off" and let me do my job. I think this book converted me to a Maverick! :-)

My advise to you all is, Shareholders and Customer pay your salary so your obligation is to look after them. Everything else the managers throw at you is just noise/administration so try to cut it down to a minimum. Don't worry too much about your actions but really make sure you have the best of intentions ALWAYS. Have integrity and deliver on your word. People will like you and respect you and success will be just a by product. Happy selling.. :-)

I started reading it and couldn't believe how it immediately resonated. I've seen dozens of sales people try to navigate hundreds of deals plus my direct experience in complex b2b sales. Most of the common beliefs about complex sales come from what works in simple sales. Brian does a great job dispelling these myths and replacing them with a very practical methodology. Also checkout Brian's podcasts Sales Questions..., The Brutal Truth..., and B2B Revenue Leadership. He is also very accessible on social media. I bought this on kindle and then more recently on audible so that I can easily cycle back to this while in the car.

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