

"Hope Is Not A Strategy is the best single source for mastering the art of selling complex, high-tech products and services."
—Tom Kosnik, Consulting Professor, Stanford University

HOPE IS NOT A STRATEGY

The 6 Keys to Winning
the *Complex Sale*



RICK PAGE

Personal Trainer to 25,000 Sales Superstars

#1 Sales
Bestseller

Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale

Rick Page

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Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale Rick Page

"No longer is being 'a good closer' the basis of sustainable success. Instead it takes the kind of strategic thinking Rick Page outlines in Hope Is Not a Strategy."--Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado

Master of the complex sale, Rick Page is the author of the bestselling book, *Hope Is Not a Strategy*, and one of the most sought-after sales consultants and trainers in the world.

He has taught his breakthrough selling strategies to thousands of people in 150 companies across 50 countries--an amazing platform that has helped his message spread like wildfire. This paperback edition of Page's runaway sales bestseller schools readers in Page's simple, six-step process for making the sale--no matter how complex the deal or how many people are involved in the buying decision.

Integrating the winning selling strategies used by the world's top salespeople, Page shows readers how to:

Identify and sell to a prospect's business "pain"

Qualify a prospect

Build competitive preference

Define a prospect's decision-making process

Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale Details

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Rick Page**

From Reader Review Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale for online ebook

Mark Burrall says

great sales book on pursuing the complex sales

Andy says

Taught me that "You must pick the battles you can win, then win the battles you pick."

Do not try to turn an unqualified lead into a qualified lead...instead focus on targeting the right buyers.

Greg says

This book is valuable as a tease for the larger consulting/training from The Complex Sale. The system is useful for analyzing and adapting to different buyer personalities.

Gretchen Schott says

Love Rick Page! I am now a fan! Easy read. The 1st of several strategies for selling better.

Aasim Waheed says

Excellent book; highly recommended for all sales persons and specially for all sales managers. Very practical with useful hints.

Lemy says

Looking forward to read it :)

Kate says

Anyone doing sales that are not straight shot one and done simple widgets should read this book. It's older but the concepts still apply well. I was able to quickly relate the concepts back to my service sales.

Rick says

Interesting book that formed the basis of R.A.D.A.R sales training. Some things are useful across all sales jobs but the focus is on large-scale complex sales.

Srinivasan Nagobaraao says

Amazing book for sales professionals, a must read to understand the complexity of sales and how to manage it

Gordon says

My old boss gave me this book several years ago and I read it once a year. It is a good guide for deal making in today's evolving economy.

David says

Nothing really new in this book - but a good collection of strategies. Chapter 6 seems to summarize the whole book in about 4 pages. I'm not really in sales myself but I think the RADAR (Reading Accounts and Deploying Appropriate Resources) along with its six steps was an interesting way to summarize a strategy.

Fai Poon says

Read through it during my trip to Asia. Need to read it again at some point to understand some of the concept.

Paul Lanigan says

One of the best books I've read on the politics of the complex sale
