



# Insight Selling: How to sell value & differentiate your product with Insight Scenarios

*Mr Michael David Harris*

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Selling value to B2B buyers today can feel like trying to stop a freight train that's hurtling towards the sales graveyard of commoditization and discounting. Today, an empowered buyer has done research, has a clear idea of his or her firm's needs, and how much the firm is willing to pay. This type of buyer does not want a salesperson to talk about features and deliver a series of open-ended questions that delivers no value. What this buyer wants is insight. But how does a salesperson deliver insight so that it challenges the customer's thinking without challenging the customer? That's the question that this book will answer. In Part One of this book, we will examine why "Insight Selling" will help you sell value and differentiate your product to empowered buyers. In Part Two, we will provide six reasons why Insight Scenarios™ trump verbal persuasion at delivering insight to your customers. These reasons are backed by solid research: eight neuroscience studies and 20 research footnotes. Finally, in Part Three, we will show you how to create Insight Scenarios, so that you can not only arm your salespeople with insights, but so that you can also show them the most effective way to deliver them. Once you have created your own insight scenarios, your salespeople will be more effective in two ways: 1) They will be able to deliver insights without upsetting the buyer, and; 2) They will be able to let the customer take your product out for a virtual test drive, so customers will discover for themselves the unique value of your product.

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