



Sales Chaos: Using Agility Selling to Think and Sell Differently

Tim Ohai, Brian Lambert

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What if chaos is good? What if random complexity is not the enemy, but a competitive asset instead? Could it be possible to thrive in the chaos, to actually harness it during your sales conversations?

"Sales Chaos" is a groundbreaking book that outlines a new paradigm that applies the latest research and the scientific principles of chaos theory to the challenges facing today's sales professional. The result of this philosophy creates a whole new approach to business, one in which sales conversations are driven by relevance, not simple activity. It's called Agility Selling.

Agility Selling is not a sales technique. Nor is it a sales process. While techniques and processes have value, Agility Selling is bigger than that. It is a genuinely fresh approach to selling, birthed by chaos and grounded in science. Agility Selling is a methodology designed to help you identify repeatable and predictable patterns in the complex world of selling so that you can consistently be more relevant than your competition and create more value for your clients.

It doesn't matter if you are new to sales or a seasoned professional; "Sales Chaos" provides the key information any seller should know to turn the scientific theory of Agility Selling into more relevant sales conversations and bottom-line sales results.

Learn more about the practices behind the book at www.saleschaos.com

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