



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

*Rick Page*

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*"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



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