



Expert Selling: A Blueprint to Accelerate Sales Excellence

Sedric Hill

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In today's business environment, advanced sellers must not only achieve sales quotas, but must also sell more and more complex products and services that drive profitable revenue growth. The road from journeyman to expert is not achieved through traditional behavior-based training that requires large amounts of dedicated time, but instead happens between the ears—through cognitive skill development. Science has proven that experts differ from novices primarily in the speed in which the right knowledge is accessed and through their ability to perform the basics consistently well. In *Expert Selling: A Blueprint to Accelerate Sales Excellence*, sales trainer and success coach Sedric Hill unpacks the elusive “windows of expert advantage” and wraps them into the professional selling and persuasive communication domains. He reveals insights to expertise by teaching you to understand and improve the supreme mental skill in selling, connecting, which involves detecting, interpreting, and responding to buyers' messages. You also discover the six essentials of persuasive communication—a roadmap to building excellent communication fundamentals (becoming brilliant at the basics). Finally, Hill introduces two innovative training approaches designed to accelerate selling expertise without requiring large amounts of dedicated training time. *Expert Selling* is not a typical how-to book. It's more of a blueprint, guiding you like a GPS to the next level of success. As sales quotas and the preponderance of complex offerings continue to rise, a burning platform is created hastening the need for good salespeople to become journeymen and for journeymen to become experts faster than ever before!

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