Stop Selling & Start Leading: How to Make Extraordinary Sales Happen

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The Buyer-Based Blueprint for Increasing Your Sales

In the Age of the Customer, sales effectiveness depends mightily on the buyer experience. Despite near-universal agreement on the need for creating value in every step of the buyer's journey, sellers continue to struggle with how to create that value.

Buyers have changed, and they expect sellers to make changes too. Today's savvy buyers want sellers who create personalised value and build bonds of trust, sellers who provide a meaningful and relevant experience, and sellers who demonstrate genuine leadership.

In Stop Selling & Start Leading, readers will discover that the very same behaviours that make leaders more effective also work to make sellers more effective, too. This critical shift in the selling mindset, and in the sales role itself, is the key to boosting an organisations’ overall sales effectiveness.

Based on research with hundreds of buyers and sellers, Stop Selling & Start Leading reveals how the same principles and behaviours of The Five Practices of Exemplary Leadership® - the celebrated leadership model developed by Jim Kouzes and Barry Posner - applies equally well to exemplary sellers. More importantly, in their new book, Kouzes, Posner and Calvert show readers how to leverage the power of these principles to consistently make extraordinary sales.

Also due to be published this month is the third edition of Kouzes and Posner's The Student Leadership Challenge: Five Practices for Becoming an Exemplary Leader. Revised and updated, it continues to show how anyone can become an exemplary leader. Framed within The Five Practices of Exemplary Leadership® and based on the same concepts and research that inform their classic leadership book The Leadership Challenge, this clear and accessible guide incorporates stories of leadership development from real students, and language to which college students and other young and emerging leaders can relate. Like the previous edition, it also includes an access code so students can take the Student Leadership Practices Inventory (Student LPI) Self Online Assessment, and learn about their current leadership skills.

Stop Selling & Start Leading and The Student Leadership Challenge, 3rd edition will be available wherever books and ebooks are sold.

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Notes to Editors:

- **Stop Selling & Start Leading** (9781119446286) is due to be published April 2018 and will be available priced £20.99/ US$25.00/ EUR 22.80
- **The Student Leadership Challenge, 3rd edition** (9781119421917) is due to be published April 2018 and will be available priced £28.99/ US$36.00/ EUR 32.80

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**DEB CALVERT** is the founder of People First Productivity Solutions and The Sales Experts Channel, and author of one of HubSpot's "Top 20 Most Highly Rated Sales Books of All Time."

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