



# Trust-Based Selling: Using Customer Focus and Collaboration to Build Long-Term Relationships

*Charles H. Green*

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## Trust-Based Selling: Using Customer Focus and Collaboration to Build Long-Term Relationships

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**Sales based on trust are uniquely powerful. Learn from Charles Green, co-author of the bestseller *The Trusted Advisor* how to deserve and, therefore, earn a buyer's trust.**

Buyers prefer to buy from people they trust. However, salespeople are often mistrusted. *Trust-Based Selling* shows how trust between buyer and seller is created and explains how both sides benefit from it. Heavy with practical examples and suggestions, the book reveals why trust goes hand-in-hand with profit; how trust differentiates you from other sellers; and how to create trust in negotiations, closings, and when answering the six toughest sales questions. *Trust-Based Selling* is a must for anyone in sales, is especially invaluable for sellers of complex, intangible services.

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