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solution selling is a sales process where the salesperson helps the prospects to understand their needs and provides a solution to help solve their problem while this methodology became popular in the 1980s it is still widely used in many businesses today

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the solution selling process is exactly what it sounds like selling a customer on a solution your business or product that helps them overcome a problem

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instead solution selling is about actively listening empathizing and collaborating to understand a client s pain points and distinctive needs shifting from a product focused mindset to a customer centric one is pivotal in successful solution based selling

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