High Probability Selling

Jacques Werth, Nicholas Ruben

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Most people use some degree of persuasion when they are selling. However, persuasion creates resistance. This is why the majority of the top 2% of sales producers do not use any form of persuasion while interacting with prospects and customers.

Some top producers learn how to sell by figuring it out on their own, through intuition, creativity, and experimentation. Others learn by watching what other top salespeople do. Very few learn by listening to someone explain how they sell.

Jacques Werth first learned how to sell by studying all of the sales methods being taught by the experts. When that didn't work, he began carefully observing what the best producers actually did. He also began experimenting with what he was learning. He discovered that the top salespeople use a sales process that is entirely different from all the rest, and is based upon very different principles.

High Probability Selling tells the story of someone who encounters these ideas for the first time, and learns how to sell without persuasion. The story reveals by direct example what High Probability Selling is, but it is not a training manual on how to do it.

This book is both subtle and radical, and may challenge your beliefs about what really works in selling. People usually read it several times and gain new understanding each time.

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