

# Selling With

*author: Nate Nasralla*



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## Synopsis

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| author     | Nate Nasralla |
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| readBy     | Nate Nasralla |
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You probably think sales reps close deals. But the data™s in. More than 90 percent of B2B buying happens during internal meetings—not sales meetings. Which means deals are won and lost when you're not in the room.

Yet, the typical sales book and process still focuses on sales reps in sales meetings. It™s like trying to win a Formula 1 race while driving on the wrong track. Not exactly a winning strategy...

That™s why *Selling With* teaches you the art of buyer enablement—the process of creating committed champions for every deal in your pipeline, while enabling them to sell internally with a compelling written message.

It™s time to shape the internal buying conversations happening about you without you.

**PLEASE NOTE:** When you purchase this title, the accompanying PDF will be available in your Audible Library along with the audio.

## Reader's comments

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