



Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key Information Technology Decision Makers Top Technology Salespeople (Hardback)

By Steve W. Martin

TILIS Publishers, United States, 2014. Hardback. Book Condition: New. 234 x 160 mm. Language: English . Brand New Book. This is a comprehensive guide for penetrating new accounts, differentiating ones solution during the sales cycle, and closing large deals. Based on extensive interviews with over 1,000 key information technology decision makers and top technology salespeople, the book provides state of the art technology sales strategies and advanced tactics for senior salespeople who want to learn the secrets of top performers. Readers will find advice on how to win over C-level I.T. executives and senior business leaders in finance, operations, manufacturing, human resources, marketing, sales, and engineering; discover how I.T. organisational structure impacts company decision maker: determine how to gain strategic account control based upon the people, process, and politics of selling to complex businesses; and learn to conduct persuasive sales calls with sales linguistics, the study of how the customers mind uses and interprets language, and much more.



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