



Heavy Hitter I.T. Sales Strategy

Steve W Martin

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Heavy Hitter I.T. Sales Strategy is a comprehensive guide for penetrating new accounts, differentiating your solution during the sales cycle, and winning highly competitive accounts. It is based on extensive research and interviews with more than 1,000 key information technology decision makers, top technology salespeople, and vice presidents of sales. 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.

Technology Sales Organization Strategy: Key Trends and Performance Metrics

Advanced Sales Cycle Strategy: Control the Complex Technology Sale

Sales Call Strategy: Strategically Structure Meetings to Differentiate Yourself in face-to-face customer meetings

New Account Penetration Strategy: Language-based Tactics to Secure Initial Customer Meetings

Personal Communication Strategy: How to say the Right Words at the Right Time to Convince Customers to Buy

Easy-to-read Format: Extensive examples, illustrations, and practical case studies.

Readers will find advice on how to win over C-level I.T. executives and senior business leaders across the organization. Discover how I.T. organizational structure impacts company decision making. Determine how to gain strategic account control based upon the people, process, and politics of selling to complex businesses. Learn to conduct persuasive sales calls using sales linguistics, the study of how the customer's mind uses and interprets language.

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Heavy Hitter I.T. Sales Strategy can be one of your beginning books that are good idea. We all recommend that straight away because this book has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to put every word into enjoyment arrangement in writing Heavy Hitter I.T. Sales Strategy nevertheless doesn't forget the main stage, giving the reader the hottest as well as based confirm resource information that maybe you can be one of it. This great information can certainly drawn you into brand new stage of crucial considering.

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