



Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Hardback)

By David H. Mattson, Brian W. Sullivan

McGraw-Hill Education - Europe, United States, 2016. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. The comprehensive six-stage system you need to win and grow enterprise accounts If you re seeking to overcome the unique challenges of long, complicated sales cycles and other complexities of the enterprise arena, this book has what you need. Sandler Enterprise Selling reveals the highly successful program developed by today s leading B2B sales firm--Sandler Training. Sales gurus Dave Mattson and Brian Sullivan explain how to integrate intuitive, sales-oriented tools to streamline highly complicated processes and facilitate easy collaboration and clear communication throughout selling organizations. It takes you through a practical process consisting of six stages: territory and account planning, opportunity identification, qualification, solution development, proposing and advancement, and service delivery. It offers 13 powerful tools to add acceleration to selling teams and help achieve unprecedented sales success in the enterprise marketplace.



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