



Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate Your Solutions, and Close More Deals

By Erik R. Peterson, Tim Riesterer

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate Your Solutions, and Close More Deals, Erik R. Peterson, Tim Riesterer, Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve." -Karen Quintos, CMO and SVP, Dell Inc. "The concepts outlined in this book are critical skills to building a world-class presales organization." -Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP "Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We've never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm." -Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company "The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact..."



READ ONLINE

Reviews

The ebook is fantastic and great. I really could comprehend every thing out of this published e publication. You can expect to like the way the blogger write this publication.

-- Precious Farrell

A fresh e-book with a brand new point of view. It really is packed with knowledge and wisdom Its been designed in an exceedingly simple way and is particularly simply following i finished reading this publication through which actually modified me, alter the way i really believe.

-- Bernhard Russel