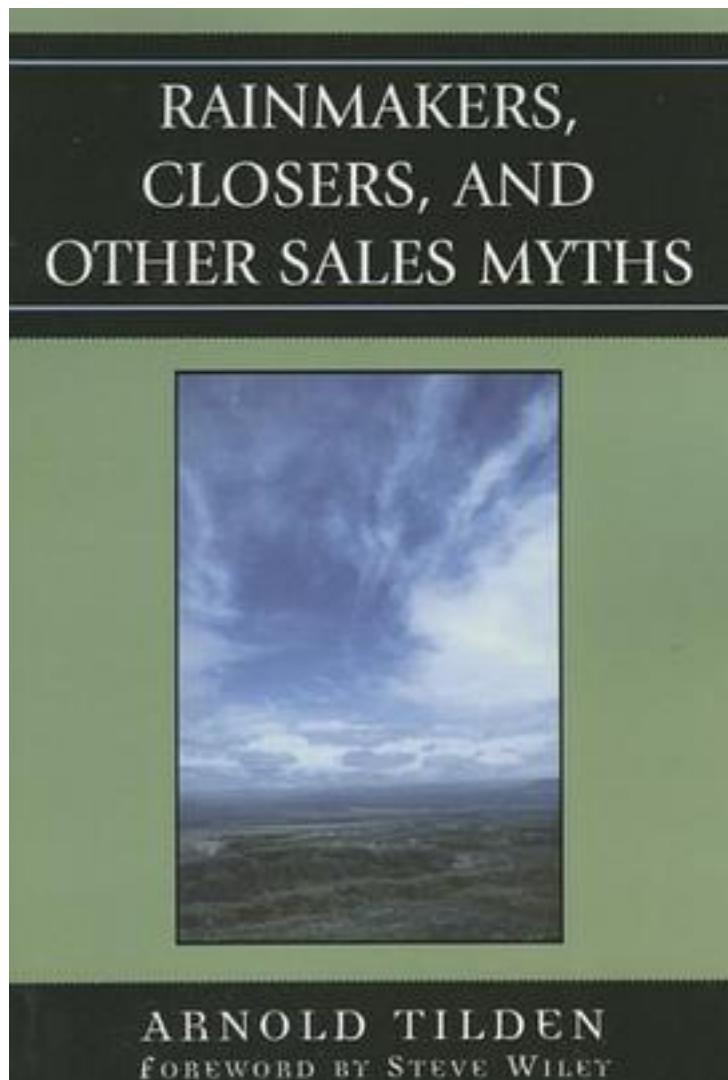


Rainmakers, Closers and Other Sales Myths



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著者:Tilden, Arnold

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No other field is as simultaneously important and misunderstood as sales. Managers and salespeople search for success in sales myths that do not improve sales performance. Rainmaker, Closers & Other Sales Myths provides a clear-cut path to successful selling by debunking mythology and replacing the myths with a proven sales system of strategy, structure and people. Like war, a winning sales strategy is coordinated and waged at four levels: shareholders (sovereigns); CEOs and presidents (generals); sales management (officers); and salespeople (soldiers). Strategy defines the system and solution, yet without a sound structure managed by the right people all strategies will fall short. This book provides the tools sales leaders need to set a strategy for success, construct structure that supports it, and build a winning sales team that possess the natural abilities to learn the skills to succeed.

作者介绍:

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