

Major Account Sales Strategy



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This book features an arsenal of shrewd tactics and winning strategies to make you a major account sales success. Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client - these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to: tailor your selling strategy to match each step in the client's decision-making process; ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts; gain entry to accounts through many different windows of opportunity; deal with competitive situations, take on bigger competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople; handle negotiations, concessions on price, and term agreements skillfully and effectively; and, offer the ongoing technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours today. Read "Major Account Sales Strategy".

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