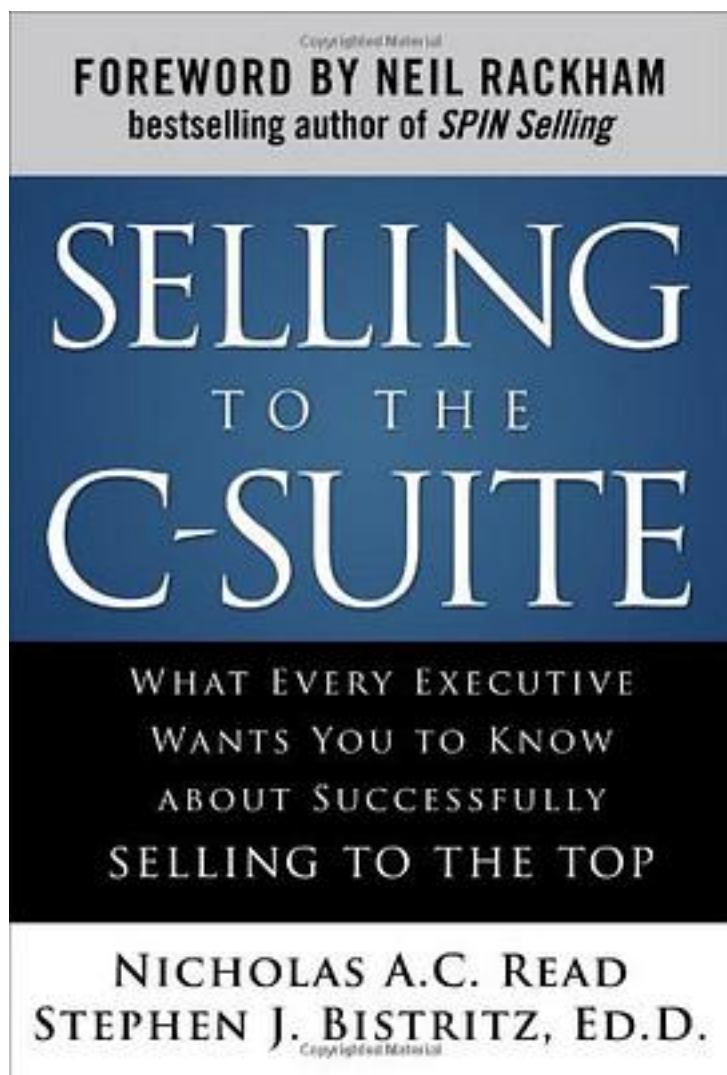# Selling to the C-Suite

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著者:Nicholas A.C. Read

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It's the goal of every salesperson: gettingaccess to senior client executives-theC-Level decision makers responsiblefor approving top-dollar deals. Selling to theC-Suite is the first book that reveals how toland those career-making sales in the wordsof CEOs themselves! With 60 years of combined experience sellingto corporations around the world, NicholasA.C. Read and Stephen J. Bistritz , Ed.D.,conducted in-depth interviews with executive-level decision makers of more than 500organizations. One thing they learned mightsurprise you: leaders at the highest corporatelevels don't avoid sales pitches; in fact, theywelcome them-provided the salespersonapproaches them the right way. Inside thisinvaluable book, CEOs reveal exactly whichsales techniques they find most effective, aswell as those you should avoid. Selling to the C-Suite provides all the insightyou need to: Gain access to executives Establish trust and credibility Leverage relationships Create value at the executive level It also reveals when executives personallyenter the buying process and sheds light onwhat role they play. Selling to the C-Suite provides field-testedtechniques to put you well ahead of thecompetition when it comes to making thosemultimillion-dollar sales you never thoughtpossible.

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