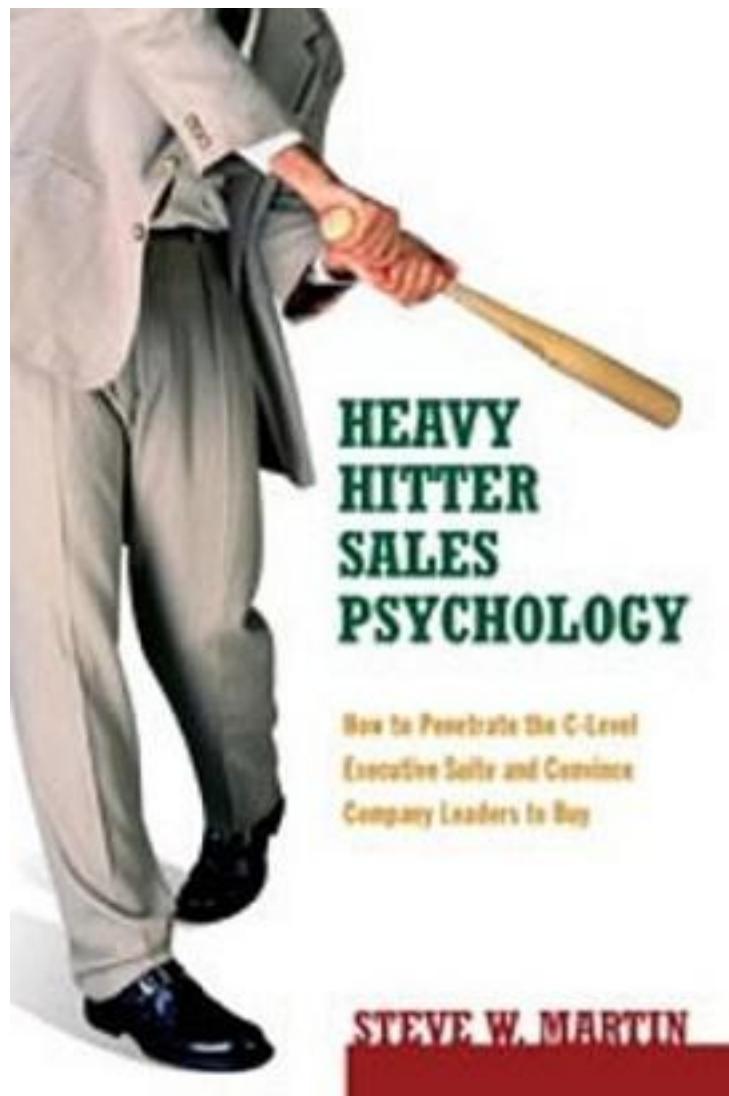


Heavy Hitter Sales Psychology



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The biggest challenge facing salespeople today is securing meetings with C-level executives (CEO, CFO, CIO, CMO, etc.) and convincing them to buy in the life-or-death meetings that determine which salesperson will win the deal. Based upon extensive interviews with more than 500 C-level executives, Steve Martin's "Heavy Hitter Sales Psychology" helps salespeople understand how the C-level executive thinks and communicates and how to adapt their use of language to match C-level decision makers. Martin provides language-based strategies that enable their message to rise above the competition's, a tactical plan of execution, and impactful psychological suggestions that compel executives to take action.

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