



Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews with 1,000+ Key Information Technology Decision Makers and Top Technology Salespeople

Steve W Martin

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INFLUENCE THE HIDDEN ORGANIZATIONAL POLITICS THAT IMPACT DECISION MAKING

Heavy Hitter I.T. Sales Strategy is a comprehensive guide for penetrating new accounts, differentiating your solution during the sales cycle, and winning highly competitive accounts. It is based on extensive research and interviews with more than 1,000 key information technology decision makers, top technology salespeople, and vice presidents of sales. The book provides state of the art technology sales strategies and advanced tactics for senior salespeople who want to learn the secrets of top performers.

- **Technology Sales Organization Strategy:** Key Trends and Performance Metrics
- **Advanced Sales Cycle Strategy:** Control the Complex Technology Sale
- **Sales Call Strategy:** Strategically Structure Meetings to Differentiate Yourself in face-to-face customer meetings
- **New Account Penetration Strategy:** Language-based Tactics to Secure Initial Customer Meetings
- **Personal Communication Strategy:** How to say the Right Words at the Right Time to Convince Customers to Buy
- **Easy-to-read Format.** Extensive examples, illustrations, and practical case studies.

Readers will find advice on how to win over C-level I.T. executives and senior business leaders across the organization. Discover how I.T. organizational structure impacts company decision making. Determine how to gain strategic account control based upon the people, process, and politics of selling to complex businesses. Learn to conduct persuasive sales calls using sales linguistics, the study of how the customer's mind uses and interprets language.

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