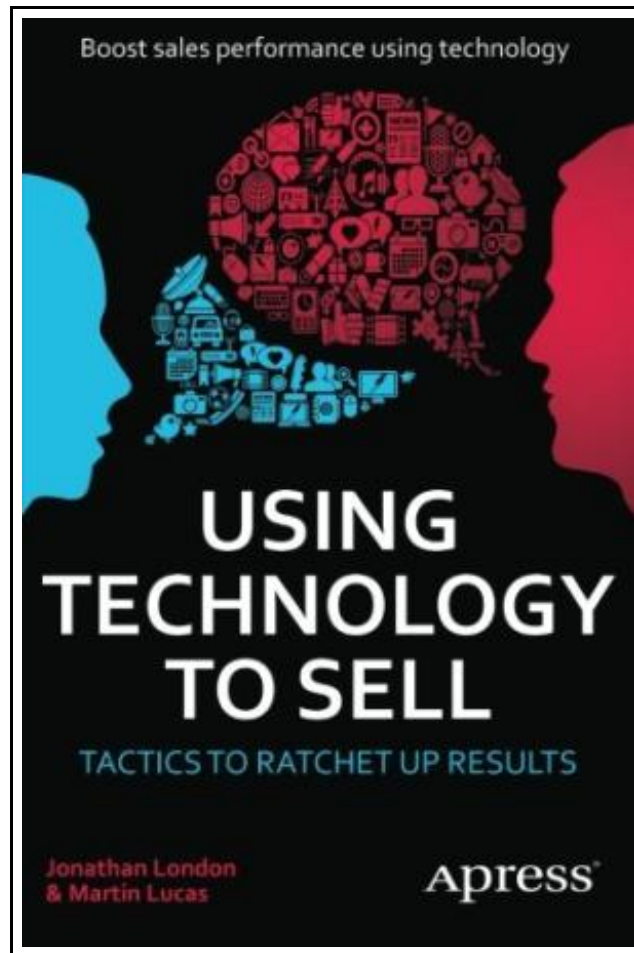# Using Technology to Sell: Tactics to Ratchet Up Results

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Reviews

The book is great and fantastic. It is writter in straightforward words and phrases rather than difficult to understand. You wont really feel monotony at at any time of your respective time (that's what catalogues are for regarding should you question me).
(Payton Miller)

USING TECHNOLOGY TO SELL: TACTICS TO RATCHET UP RESULTS

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Apress. Paperback. Book Condition: New. Paperback. 340 pages. Dimensions: 8.8in. x 5.9in. x 1.0in.Using Technology to Sell is filled withpractical, effective techniques to sell more by leveraging the plethora of tools and information in todays world. By applying these principles, youll open more doors, increase your productivity, speed up decisions, and close more deals. --Jill Konrath, author of SNAP Selling andSelling to Big Companies Using Technology to Sell: Tactics to Ratchet Up Resultsshows salespeople and sales managersthe most effective ways to leverage a variety of technologies to increase sales and gain more customers. Topics includemaking the most ofcloud-based customer relationship management software, putting social media to the best use, presenting on three continents simultaneously through advanced video conferencing, using advanced techniques to gain an information edge over competitors, and much more. As this book shows, while the sales process will remain pretty much the same from now until the end of time, technology used properly can increase sales power at every step of the cycle. Technology, in the right hands, is a strategic weapon and a competitive differentiation tool that can dramatically improve close rates, deal size, efficiency, total sales, and much more. Using Technology to Sell will show you how to: Expand your market through the use of technology. Employ software-as-a-service (SaaS) applications to keep track of customers, stay organized, present, and sell more systematically. Use social media to increase sales. Maintain the personal element in a world wired with technology. Use the best sales methodology and integrate each step with technology. Overcome any aversion to using technology to sell. Avoid the trap of overuse or dependency on technology. What youll learn How to gain new customers and increase order size through the use of technology How to employ cloud applications like SalesForce. com or BatchBook. com to keep...

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