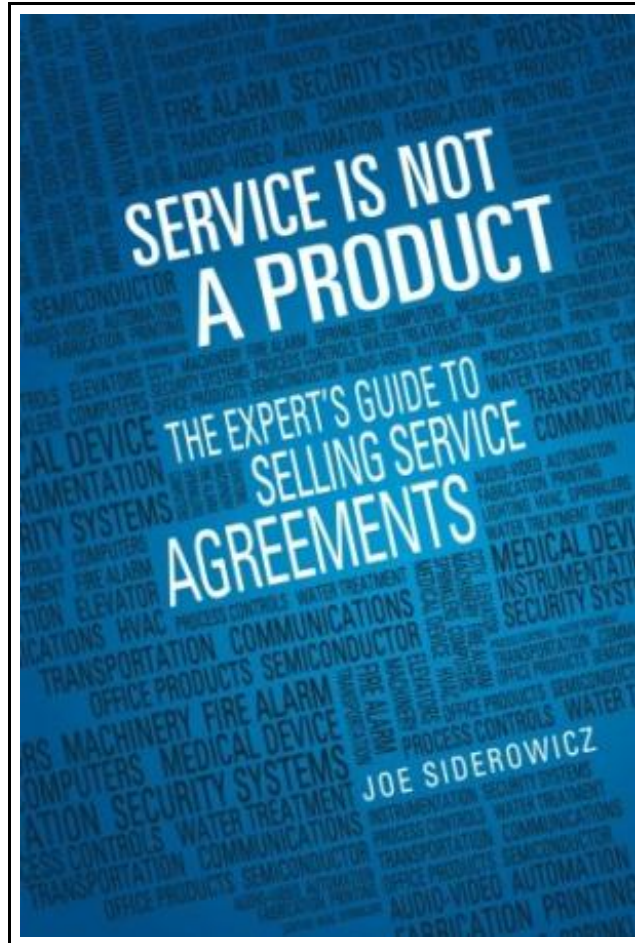


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SERVICE IS NOT A PRODUCT: THE EXPERTS GUIDE TO SELLING SERVICE AGREEMENTS



Aftermarket Publishing. Paperback. Book Condition: New. Paperback. 252 pages. Dimensions: 9.0in. x 5.9in. x 0.7in. Service is Not a Product: Experts Guide to Selling Service Agreements will describe to new and experienced sales, marketing, and management people the keys to success for selling service agreements on technology-based products and systems. Personnel indirectly involved in service sales such as technicians, engineers, administrative assistants and others who work with customers will also find the book beneficial. Readers will learn the unique skills and methodology required to be successful from the industry expert. More than one million sales professionals are actively involved selling service agreements on technology-based products. For many its a major source of income. In almost all cases its the major source of profits for their companies. Every product or system manufactured and installed eventually falters or fails. Current product designs that integrate electronics, software, and mechanical devices require repair, retrofits, upgrades, and on-going maintenance. The growing number of products and systems being integrated has created a new category of users with wide ranging service needs. Product applications continue to grow, but for the most part service offerings and service sales strategies remain the same. Most companies utilize the same resources to train both service sales and product sales personnel. The information presented is typically generic in nature, falling short of whats needed. People selling products are trained to sell features, functions and benefits. Service sales people need to be trained to sell value and master abstract selling concepts. There is little commonality between the two sales processes. Service is Not a Product is written specifically for individuals engaged in selling service. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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