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The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies (3rd Revised edition)

By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies (3rd Revised edition), Robert B. Miller, Stephen E. Heiman, Tad Tuleja, One of the best books on selling ever published, The New Strategic Selling has changed sales and marketing for ever. Rejecting manipulative tactics and emphasizing "process", Strategic Selling[registered] presented the idea of selling as a joint venture and introduced the influential concept of 'Win-Win'. The response to Win-Win was immediate, and it helped to turn Miller Heiman, the small company that created Strategic Selling[registered], into a global leader in sales and development with the most prestigious client list in the industry. A genuine business classic, this revised edition of The New Strategic Selling confronts the rapidly evolving world of business-to-business sales with real-world examples, strategies for confronting the competition and a special section featuring the most commonly asked questions from the Miller Heiman workshop.



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