

Major account sales strategy

McGraw-Hill - Major Account Sales Strategy — Knowledge Jolt with Jack



Description: -

- Sales management. Major account sales strategy

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Notes: Includes index.

This edition was published in 1989



Filesize: 56.85 MB

Tags: #Why #Q4 #Is #the #Perfect #Time #to #Sell #to #a #Major #Account

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There aren't many books that get into account selling at this depth, so this is pretty much reference material. What do you both want from your partnership? Utilize your automation measures early in the conversation. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to.

Major account sales strategy : Neil Rackham : Free Download, Borrow, and Streaming : Internet Archive

And you don't keep hammering on the nature of the problem when the customer is interested in finalizing the deal. Address buyer reservations and close the sale. You can introduce your strategic account plan at any time.

Major Account Sales Strategy by Neil Rackham

This enables them to better tailor their sales pitches to maximize their chances of conversion and to easily increase the final contract value with cross-sells and upsells.

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Identify your existing accounts. Theory of Constraints and Knowledge Management are means to an end -- tools.

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With it, sales reps prioritize personalized offers and propose only mutually beneficial solutions. More details are in my page. Parts of the framework might be dated now, as the world has vastly changed since it was published almost 30 years ago.

Why Q4 Is the Perfect Time to Sell to a Major Account

All these pieces of info should the decisions you make.

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It's simply figuring out how to get from where you are to where you want to be, by the shortest route possible.

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