

# Major account sales strategy

**McGraw-Hill - Major Account Sales Strategy Quotes by Neil Rackham**



Description: -

- Sales management. Major account sales strategy

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Notes: Includes index.

This edition was published in 1989



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There aren't many books that get into account selling at this depth, so this is pretty much reference material. Use data and illustrate win-win scenarios that can help customers recognize the additional benefits your company has to offer.

**Major Account Sales Strategy on Apple Books**

Deal with competitive situations, take on bigger competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople. And each of these have some separate elements as well.

**10**

The art of strategic account management planning is becoming increasingly important for businesses.

**Major Account Sales Strategy on Apple Books**

Phase 1 — Developing a Portfolio Before you can begin working with a client, you need to do the research to understand who they are, what they value and what their goals are.

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## Related Books

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