

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.

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You can now quickly assess your strength in the account versus your competition and reveals new, cross-sell, and up-sell opportunities. Rackham draws from his own experience and that of many sales people with whom he has worked.

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Some might be quick wins, others might be more mid to long-term. In fact, the people who have recommended I read this are very familiar with Theory of Constraints. When things are completed, tick them off the list - there's nothing more satisfying.

Major Account Sales Strategy Quotes by Neil Rackham

Take Action Using all the information you previously gathered, develop an action plan for accomplishing your goals and objectives. □ □ Compare what they want against your available product and service offerings.

Major Account Sales Strategy on Apple Books

What's your Options A, B and C? Really good insights, examples and cases to reflect upon different scenarios. Neil Rackham must be the best author on this subject and his has a vast experience in sales which makes him an authority to learn from.

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Identify Targets Once you have been able to develop who the customer or client is, you can start working towards figuring out their wants and needs.

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□ Have a detailed understanding of the persons you have to accommodate throughout the sales process. It's a great way to stimulate discussion and get the creative juices flowing.

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They'll also be the ones with a realistic chance of success. Pen and paper, a whiteboard or your favourite note-taking app.

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