


[DOWNLOAD](#)


Major Account Sales Strategy

By Neil Rackham

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Major Account Sales Strategy, Neil Rackham, This book features an arsenal of shrewd tactics and winning strategies to make you a major account sales success. Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client - these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to: tailor your selling strategy to match each step in the client's decision-making process; ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts; gain entry to accounts through many different windows of opportunity; 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; handle negotiations, concessions on price, and term agreements skillfully and effectively; and, offer the ongoing technical and maintenance support that keeps your major accounts yours. From...



READ ONLINE

[6.99 MB]

Reviews

This ebook is definitely not simple to begin on reading but really enjoyable to read through. This really is for all who statte that there had not been a worth reading. You may like how the author publish this ebook.

-- **Demetrius Buckridge**

This book may be really worth a read through, and a lot better than other. It is really basic but excitement inside the 50 % in the pdf. I realized this pdf from my dad and i encouraged this publication to learn.

-- **Curtis Bartell**