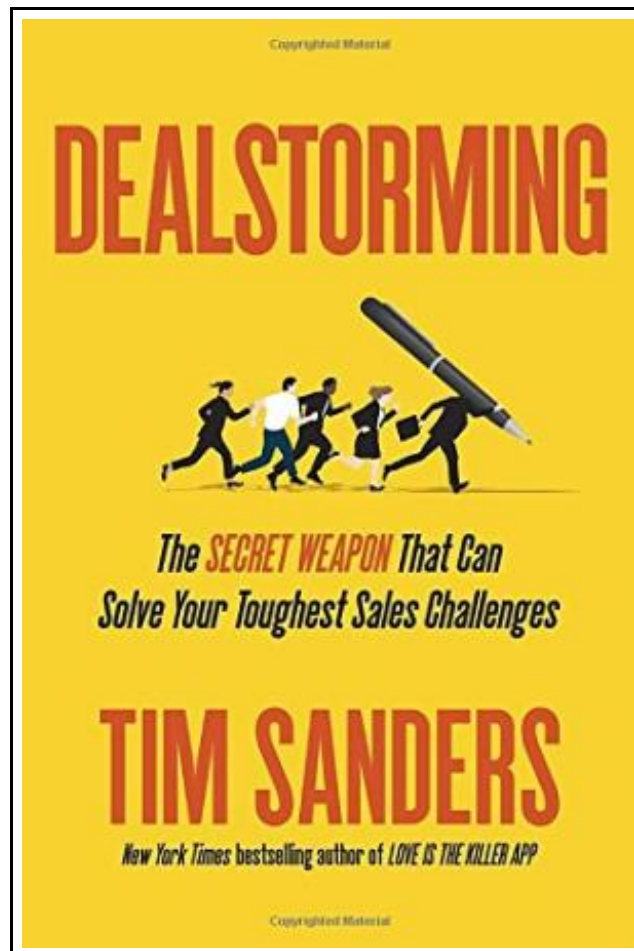


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(Dr. Cesar Marquardt Jr.)

DEALSTORMING: THE SECRET WEAPON THAT CAN SOLVE YOUR TOUGHEST SALES CHALLENGES (HARDBACK)



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Penguin Putnam Inc, United States, 2016. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. Sales genius is a team sport. As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones the last thing you need when millions of dollars are on the line. Dealstorming is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it a Swiss Army knife for today's toughest sales challenges. It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment. Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with. Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Conde Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from non-sales areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done. The book includes real world examples from major companies like...

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