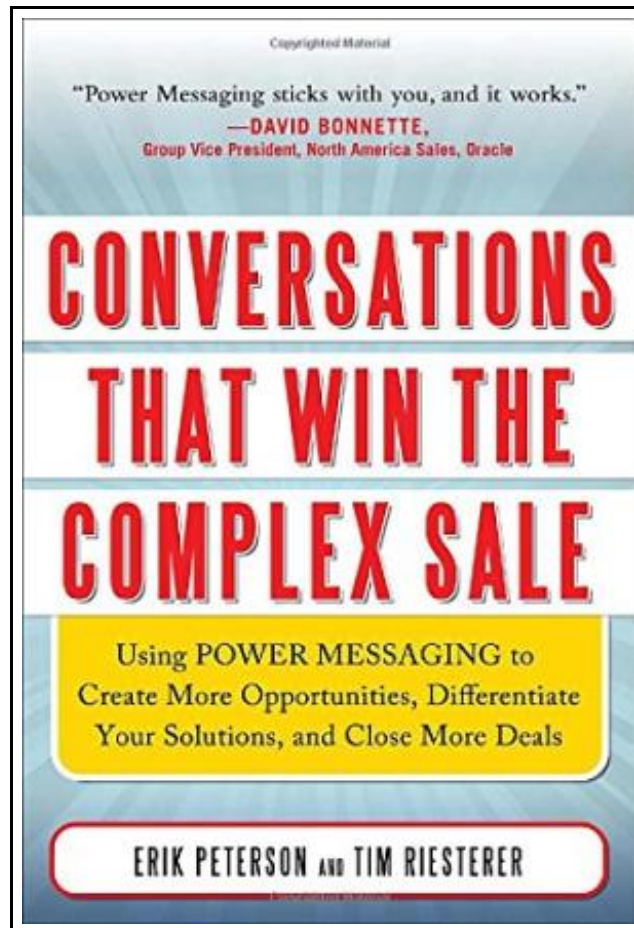


# Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate Your Solutions, and Close More Deals



Filesize: 8.69 MB

## Reviews

*Complete guide! Its such a good go through. It is rally fascinating throgh reading period of time. Its been written in an extremely basic way and is particularly only after i finished reading through this publication through which really changed me, change the way i really believe.*

*(Mrs. Macy Stehr)*

## CONVERSATIONS THAT WIN THE COMPLEX SALE: USING POWER MESSAGING TO CREATE MORE OPPORTUNITIES, DIFFERENTIATE YOUR SOLUTIONS, AND CLOSE MORE DEALS



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate Your Solutions, and Close More Deals, Erik R. Peterson, Tim Riesterer, Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve." -Karen Quintos, CMO and SVP, Dell Inc. "The concepts outlined in this book are critical skills to building a world-class presales organization." -Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP "Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We've never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm." -Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company "The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!" -Ken Powell, Vice President, Worldwide Sales Enablement, ADP "The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool." - Aron Ain, CEO, Kronos About the Book: In today's highly competitive world of...



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