Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts

David Mattson, Brian Sullivan

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The comprehensive 6-stage selling program from Sandler Training--

"Top 20 Sales Training Company" by *Selling Power* **Magazine<?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />**

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business with profitable enterprise clients, serve them effectively and grow the relationships over time.

You start with *Sandler Enterprise Selling*. The only enterprise selling system based on the proprietary Sandler Selling System methodology created by David H. Sandler This practical, step-by-step book is designed specifically for selling teams committed to high achievement in the enterprise environment. The program's powerful six stages will guide you to:

1. Set a baseline for success for each territory and account

2. Identify opportunities with the highest probability of success

3. Engage with buyers to qualify enterprise opportunities

4. Craft solutions that directly address your client's needs

5. Propose your solution and achieve advancement

6. Serve and satisfy your client, earning the right to grow the business

Each of the stages represents a key piece of the puzzle in the proactive, team-oriented Sandler Enterprise Selling (SES) process. With the proven training techniques in this book, you'll be able to use SES to win, grow and serve enterprise clients. You'll learn how to master 13 selling tools integral to your SES success—like the KARE Account Planning Tool, Growth Account Booster Tool, LinkedIn Levers Tool, and Client-Centric Satisfaction Tool. You'll discover practical solutions to the vastly complex challenges in enterprise organizations - extended sales cycles, wide buyer networks, or significant investments in pursuits.

Overcoming these unique challenges presents great opportunities for selling teams. Sandler Enterprise Selling provides the framework needed to succeed in the enterprise arena, winning, growing and keeping major accounts.

Note: These are the same training principles that are taught to tens of thousands of sales executives and managers every year at more than 200 Sandler Training companies around the world. If you want to stay competitive in the enterprise selling arena, you need to train, study, and read *Sandler Enterprise Selling*.

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Augustus Chase:

Why? Because this Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts is an unordinary book that the inside of the e-book waiting for you to snap the item but latter it will zap you with the secret this inside. Reading this book close to it was fantastic author who also write the book in such wonderful way makes the content interior easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you for not hesitating having this ever again or you going to regret it. This book will give you a lot of rewards than the other book include such as help improving your proficiency and your critical thinking way. So , still want to hesitate having that book? If I were being you I will go to the guide store hurriedly.

Carl Melton:

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