

The Customercentric Selling® Field Guide To Prospecting And Business Development: Techniques, Tools, And Exercises To Win More Business - Gary Walker

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The CustomerCentric proprietary approach to prospecting for long-lead sales The CustomerCentric Selling Field Guide to Prospecting and Business Development focuses on engaging potential clients in relevant conversations to keep them engaged, engaging targeted executives using multiple methods, developing sales-ready messaging that provides answers to business challenges, and identifying triggering events that are important to the executives targeted. Most importantly, it is a guide for winning more business and developing more lasting relationships with customers. Gary Walker is a cofounder of CustomerCentric Systems, LLC, which Training Magazine routinely lists in its list of top 25 sales training companies. Author: Walker, Gary Publisher: McGraw-Hill Illustration: N Language: ENG Title: The CustomerCentric Selling® Field Guide to Prospecting and Business Development: Techniques, Tools, and Exercises to Win More Business Pages: 00160 (Encrypted EPUB) / 00160 (Encrypted PDF) On Sale: 2013-03-09 SKU-13/ISBN: 9780071808057 Category: Business & Economics : Sales & Selling - General

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