



The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies

By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

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The Book That Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate and helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list in the industry. The New Strategic Selling This modern edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: * How to identify the four real decision makers in every corporate labyrinth * How to prevent sabotage by an internal deal-killer * How to make a senior executive eager to see you * How to avoid closing business that you'll later regret * How to manage a territory to provide steady, not "boom and bust," revenue * How to avoid the single most common error when dealing with the competition.

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Editorial Review

About the Author

Robert B Miller brings almost 40 years experience in sales, consulting and executive management to help clients succeed in the sales arena. Stephen E Heiman has worked in sales development for over 30 years. Latterly he was Miller Heimans President, CEO and chairman. Tad Tuleja is Miller Heimans staff writer. They are also the authors of the other Miller Heiman best sellers, Large Account Management and Conceptual Selling. Miller Heiman is a global leader in sales training and its prestigious blue-chip client list is testimony to its success.

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