

1. Record Nr.	UNINA9910814352403321
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Titolo	Mastering technical sales : the sales engineer's handbook / / John Care, Aron Bohlig
Pubbl/distr/stampa	Boston, MA, : Artech House, 2008
ISBN	1-59693-340-2
Edizione	[2nd. ed.]
Descrizione fisica	1 online resource (359 p.)
Collana	Artech House technology management and professional development library
Altri autori (Persone)	BohligAron
Disciplina	658.8
Soggetti	Selling - High technology High technology industries - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes index.
Nota di contenuto	1. Introduction: Why Study "Technical Sales"? -- 2. An Overview of the Sales Process -- 3. Lead Qualification -- 4. The RFP Process -- 5. Needs Analysis and Discovery --
Sommario/riassunto	This indispensable sales tool shows you the ropes of lead qualification, the RFP process, and needs analysis and discovery, and explains how your technical know-how can add invaluable leverage to sales efforts at every step. You learn how to plan and present the perfect pitch, demonstrate products effectively, build customer relationship skills, handle objections and competitors, negotiate prices and contracts, close the sale, and so much more.