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Autore	Care John (Managing director of Mastering Technical Sales LLC)
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Altri autori (Persone)	BohligAron
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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.