



Dealstorming: The Secret Weapon That Can Solve Your Toughest Sales Challenges (Hardback)

By Tim Sanders

Penguin Putnam Inc, United States, 2016. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. Sales genius is a team sport. As a B2B sales leader, you know that by Murphy s Law, despite your team s best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it s the most important ones the last thing you need when millions of dollars are on the line. Dealstorming is Tim Sanders s term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it a Swiss Army knife for today s toughest sales challenges. It fixes the broken parts of the brainstorming process and reinvigorates account management for today s increasingly complicated sales environment. Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale. You may think you are applying teamwork to your challenges, but don t be so sure. There s a good chance you re operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions...



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