

How to Sell Technology 7th Edition

By Paul R. DiModica

Johnson & Hunter. Paperback. Condition: New. 266 pages. Dimensions: 9.6in. x 6.1in. x 0.6in. Selling technology and professional services is a complex sale that requires specific strategies, techniques and action steps designed for our industry to get managers and C level executives to buy. The methods and tactics taught in this book are designed only for IT salespeople and have been taught to and used by thousands of account managers worldwide. Through this publication, I will teach you how to -- communicate value to management -- talk peer to peer when selling big companies -- generate qualified IT leads -- set up your first meeting with C level prospects -- determine if your prospects are qualified buyers -- give successful whiteboard presentations -- create value driven technology demos -- write proposals that persuade management prospects to buy Selling technology is a contact sport. If you have been selling for longer than one year, you have been bruised. Yet, if you sell correctly, you can escape the pain and maximize your success. Sit back, get comfortable, and let's rumble through the technology sales jungle. In IT sales, you must Hunt now, or be eaten later! This item ships from multiple locations. Your...



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