Mastering Technical Sales The Sales Engineers Handbook Artech House Technology Management And Professional Development Third Edition

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 - including how to avoid the critical selling mistakes so often made by technical pros who jump to sales. The book also addresses key career management and team-building topics, and includes detailed case studies, concise chapter summaries, and handy checklists of skill-building tips that reinforce all the career-boosting skills and techniques you learn.

Every high-tech sales team today has technical pros on board to "explain how things work," and this success-tested training resource is written just for them. After reading this book, you will be able to: - Walk into ever demo feeling confident and prepared - Include the one critical moment that must be in every demo - Hit that home run and know how to set it up - Master the art of answering difficult questions - Leverage the power of saying NO with ease You will definitely: - Avoid late nights and long sales cycles - Accelerate pipeline velocity and close more deals - Learn and apply the best practices in the business - Know exactly what to say and do before, during and after a demo - Achieve the technical win alarming, predictable consistency - This book addresses the root causes of the most common mistakes made by sales engineers. This invaluable book equips new sales engineers with powerful sales and presentation techniques that capitalize on their technical background--all spelled out step-by-step by a pair of technical sales experts with decades of eye-popping, industry-giant success under their belt.

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A guide to help you obtain less of what don't want, and more of what you do, and "cut through the clutter, achieve better results in less time, build momentum toward your goal, dial down the stress, overcome that overwhelmed feeling, stay on track, [and] master what matters to you.

Traditional Chinese edition of Difficult Conversations: How to Discuss What Matters Most by Douglas Stone. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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Traditional Chinese edition of Made to Stick: Why Some Ideas Survive and Others Die, a Business Week bestseller. An entertaining examination of why some ideas stick to people's consciousness and others don't.

"The book describes the design rules required to document, implement, and demonstrate quality management system effectiveness in compliance with the latest version of the ISO 9000 International Standard. This systematic and engineering approach simplifies the many complexities in maintaining compliance with ISO standards. This hands-on guide is packed with tips and insights the author has garnered from personally designing quality management systems that integrate organizational strategy with quality management. Moreover, the book helps professionals create meaningful documentation and a user-friendly, informative quality manual that together form the core of an effective and responsive quality management system."--Jacket.

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Discover the secrets superstar sales professionals use to reach the top In “29i – Mastering Your Sales Psyche.” Sales training expert Michael Simpson takes you through the 29 essential ingredients you need for sales success. He addresses the ingredients you must master in order to become a top notch Sales Professional, while providing guidance and inspiration throughout each chapter. Go beyond sales systems and dig deeper to discover how your psyche is at the center of your sales success.

Every high-tech sales team today has technical pros on board to “explain how things work,” and this success-tested training resource is written just for them. This newly revised and expanded third edition of an Artech House bestseller offers invaluable insights and tips for every stage of the selling process. This third edition features a wealth of new material, including new chapters on business-driven discovery, white boarding, trusted advisors, and calculating ROI. This invaluable book equips new sales engineers with powerful sales and presentation techniques that capitalize on their technical background—all spelled out step-by-step by a pair of technical sales experts with decades of eye-popping, industry-giant success under their belt.

Annotation The authors, who both teach electrical engineering at the U. of New South Wales, Australia, have written a text that will be useful for the undergraduate and graduate classroom. The philosophical aspects of the field are provided as an overview, with descriptions of procedures, vocabulary, and standards. Systems engineering is then described, with sections on all stages of design, systems engineering management, tools, and applications. A chapter is included on the interrelationship between systems engineering and fields such as project management, quality management, and integrated logistics support management. Annotation copyrighted by Book News, Inc., Portland, OR

Successful business alliances today are critical to the competitiveadvantage of many companies. Mastering Alliance Strategy presentsstate-of-the-art thinking and practices for using partnershipseffectively. This essential resource will help you understand anduse alliances better, whether you are a new or seasoned allianceprofessional, a business-development specialist, a line manager, ora top executive. The authors argue that the secrets to success lienot solely in the intricacies of a deal but also in the strategyand organization behind the deal. They draw ideas and tools fromyears of research and reporting on four elements that are key to aneffective alliance strategy: * Designing the alliance and crafting the agreement * Managing the alliance after it is launched * Leveraging a constellation of alliances * Building an internal alliance capability

John Care and Chris Daly lay out the 3+1 rules of SE Leadership. A simple framework designed for everyone - from SEs thinking about moving into management to the newest of new SE Managers to a Global SE Vice President. This is a fascinating blend of tactical and strategic advice based on 30+ years of experience and many years of running SE specific workshops. All designed to allow you to follow the 3+1 Rules: Develop And Serve Your People, Run Pre-Sales As A Business, and Serve Your Customers all matched up with Rule #0 Manage Yourself. It's a common and often repeated story. You take a rock star Sales Engineer who is highly valued for their sales and business skills - and make them a manager because they are a great SE. With no regard for their possible leadership skills whatsoever. Perhaps they are pointed at a few online HR resources and take a mandatory "Managing Within The Law" session. Then they are released into the wild, and asked to manage, lead and motivate a team of Sales Engineers - each of whom performs the job differently than the newly minted manager used to do.

Strategic Marketing Management (8th Edition) outlines the essentials of marketing theory and offers a structured approach to identifying, understanding, and solving marketing problems. This book delineates a comprehensive framework for articulating sound marketing strategies to guide business decisions involving product and service design, branding, pricing, sales promotion, communication, and distribution. The concepts, principles, and frameworks advanced in this book apply to a wide range of organizations, from startups to established market leaders, from packaged-goods manufacturers to value-added service providers, from nonprofit entities to for-profit corporations.

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Traditional Chinese edition of To Sell is Human: The Surprising Truth about Moving Others by Daniel Pink, a bestselling book for its evidence based explanations of why we are all in sales now - whether professionally or personally. Pink is the author of the long running New York Times bestsellers "Drive" and "A Whole New Mind. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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