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The book presents strategic selling logically and explains basic tools and tactics to implement strategic selling in your organization or your person sales approach. It would be useful as assigned reading as part of a training program and as a desk reference for people in the process of selling and trying to understand specific challenges or obstacles.

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Strategic Selling® with Perspective is considered the leading sales training program by Fortune 1000 companies around the world. We give your sellers the process and tools they need to conduct a strategic analysis for an account with multiple decision makers.

"The New Strategic Selling" by Stephen Heiman, Diane Sanchez

Strategic Selling pioneered solution selling as we know it today. The next stage in the evolution of Strategic Selling® is here At Miller Heiman Group, we're proud that Strategic Selling® - our core sales methodology - has stood the test of time and continues to play a fundamental role in sales organizations around the world.

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The new Strategic Selling 1. PART 1 - Strategic Selling Labyrinth
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