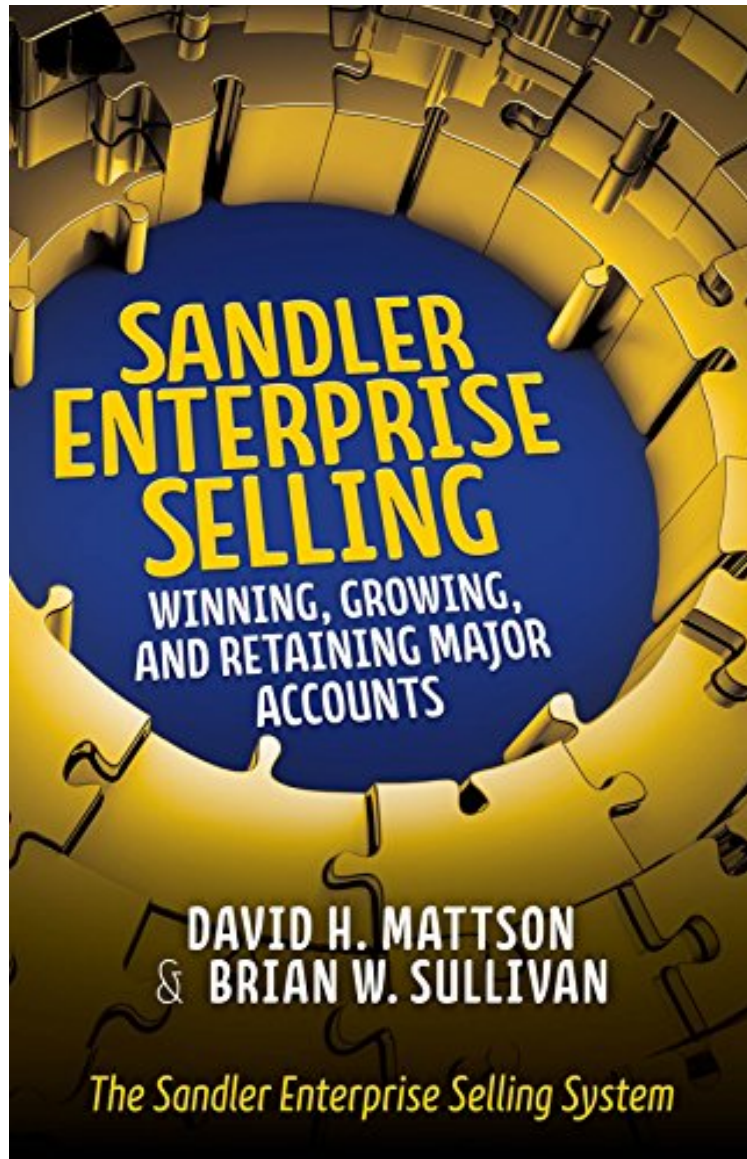


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Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books)

David H. Mattson, Brian W. Sullivan

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David H. Mattson, Brian W. Sullivan : Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books):

1 of 1 people found the following review helpful. This book has a lot of great points, howeverBy Vanessa W.

BlakeThis book has a lot of great points, however, it writes as if it assumes you are very familiar with Sandler's concepts. So I suggest that you read other Sandler's books before reading this one. Additionally, the material is 'immediately actionable', so this is best to be read while in the process of gaining accounts in order to get the full value of the book.0 of 0 people found the following review helpful. Five StarsBy My SelfGreat!1 of 2 people found the following review helpful. Sandler doesn't disappoint.By Jennifer McClintockGreat book, but I would recommend the other Sandler book and investing in the training. Sandler system can't be learned in a book alone.

The comprehensive 6-stage selling program from Sandler Training-- "Top 20 Sales Training Company" by Selling Power Magazine Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business with profitable enterprise clients, serve them effectively and grow the relationships over time. You start with Sandler Enterprise Selling. The only enterprise selling system based on the proprietary Sandler Selling System methodology created by David H. Sandler This practical, step-by-step book is designed specifically for selling teams committed to high achievement in the enterprise environment. The program's powerful six stages will guide you to: 1. Set a baseline for success for each territory and account 2. Identify opportunities with the highest probability of success 3. Engage with buyers to qualify enterprise opportunities 4. Craft solutions that directly address your clients' needs 5. Propose your solution and achieve advancement 6. Serve and satisfy your client, earning the right to grow the business Each of the stages represents a key piece of the puzzle in the proactive, team-oriented Sandler Enterprise Selling (SES) process. With the proven training techniques in this book, you'll be able to use SES to win, grow and serve enterprise clients. You'll learn how to master 13 selling tools integral to your SES success--like the KARE Account Planning Tool, Growth Account Booster Tool, LinkedIn Levers Tool, and Client-Centric Satisfaction Tool. You'll discover practical solutions to the vastly complex challenges in enterprise organizations - extended sales cycles, wide buyer networks, or significant investments in pursuits. Overcoming these unique challenges presents great opportunities for selling teams. Sandler Enterprise Selling provides the framework needed to succeed in the enterprise arena, winning, growing and keeping major accounts. Note: These are the same training principles that are taught to tens of thousands of sales executives and managers every year at more than 200 Sandler Training companies around the world. If you want to stay competitive in the enterprise selling arena, you need to train, study, and read Sandler Enterprise Selling.

From the Back CoverUNLEASH THE POWER OF SANDLER ENTERPRISE SELLING"nbsp;nbsp;"At Salesforce, we invest highly in our customers and employees, and Sandler has made a huge positive impact not only on my team's bottom line but also in their ability and confidence as salespeople.nbsp; The Sandler Enterprise Selling program is a must for those who want to take their game to the next level."--Tony Rodoni, SVP Commercial Sales, Salesforce"A strategic approach to help navigate complex selling environments and yield tremendous results."--Tracie Reed, VP Business Development, Drillform Technical Services, Ltd. "Sandler's Enterprise Selling (SES) program is giving us a strategic approach to developing both our customers and prospects. The program uses structured collaboration to bring together our Sales, Operations, IT, Management and Customer Service departments for effectively winning and growing major accounts. Using SES we can determine what the customer needs and how best to deliver it, rapidly and without wasting resources."--Brian Topper, Managing Director, Centaur Services"nbsp;"Dave Mattson and Brian Sullivan have written the authoritative piece on enterprise selling. This book combines innovative, provocative insights and proven real-world experiences to give executive leaders and service providers a powerful 'how-to' into every aspect of enterprise account selling."-- David Devine, Chairman and CEO, The Devine Group, Inc. "The Sandler Enterprise Selling program (SES) gives organizations who sell into complex accounts a quantifiable enterprise selling system that can be launched, measured, tested, and amplified at any step of the process. Sandler Enterprise Selling is a force multiplier, plain and simple."--Benjamin Kelton, Director of Sales, Drilling Info, Inc. "Sonoco's emphasis on strategic account management and sustainable value creation are completely aligned with the Sandler Enterprise Selling (SES) process and its tools. I believe that some of our greatest potential and greatest assets are to be found in our relationships with our existing customers. I'm excited about our growth prospects as we work the SES process and tools to unlock this potential."--nbsp;Greg L. Powell, Vice President, Sonoco Protective Solutions - Packaging and Components"nbsp;"We chose the Sandler Enterprise Selling program because it takes our skills to the level necessary for us to outperform our competition in a highly competitive, highly sophisticated market."--nbsp;Ken Harris, Vice President, Sales and Marketing, Pelstar LLC/Health-o-meterreg; Professional Scales"nbsp;"Why use Sandler Enterprise Selling? For DS Smith Plastics, the answer has been obvious -- it's given us a common set of tools for progressing a sale to close, a common language to use when in the process of making that sale and above all else a common strategic platform to make the process scalable and repeatable. Sandler Enterprise Selling takes the well proven Sandler principles to the next level and can really drive meaningful change within your organization."--nbsp;Kevin Grogan, President, DS Smith Plastics North AmericaAbout the AuthorDavid H. Mattson is the CEO and President of Sandler Training. He is also a bestselling author, keynote

speaker, sales and management thought leader, and global provider for sales training seminars around the world. Mattson first met the famous founder of Sandler Training, David H. Sandler, in 1986, went to work for him in 1988, and was eventually chosen to lead the company. Brian W. Sullivan is Vice President of Sandler Enterprise Selling at Sandler Training. He has extensive enterprise sales, sales management and PL management experience including sales training and sales process development from his years with The Cap Gemini Group and Xerox Corp. and through his work as an adjunct professor at Loyola University Maryland.