



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

By David H. Mattson, Brian W. Sullivan

McGraw-Hill Education - Europe, United States, 2016.

Hardback. Book Condition: New. 231 x 155 mm. Language:

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cycles and other complexities of the enterprise arena, this book

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sales firm--Sandler Training. Sales gurus Dave Mattson and

Brian Sullivan explain how to integrate intuitive, sales-oriented

tools to streamline highly complicated processes and facilitate

easy collaboration and clear communication throughout

selling organizations. It takes you through a practical process

consisting of six stages: territory and account planning,

opportunity identification, qualification, solution development,

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