

THE NEW CONCEPTUAL SELLING[®]

THE MOST EFFECTIVE AND
PROVEN METHOD FOR
FACE-TO-FACE SALES PLANNING

REVISED AND UPDATED
FOR THE 21ST CENTURY

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PRESIDENT, SCHWAB INSTITUTIONAL

New Conceptual Selling The Most Effective And Proven Method For Face To Face Sales Planning

RJ Alexander



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The New Strategic Selling Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2008-11-16 The Book that Sparked A Selling Revolution In 1985 one book changed sales and marketing forever Rejecting manipulative tactics and emphasizing process Strategic Selling presented the idea of selling as a joint venture and introduced the decade s most influential concept Win Win The response to Win Win was immediate And it helped turn the small company that created Strategic Selling Miller Heiman into a global leader in sales development with the most prestigious client list and sought after workshops in the industry Now Strategic Selling has been updated and revised for a new century of sales success The New Strategic Selling This new edition of the business classic confronts the rapidly

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