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Win. Grow. Social Sales.

By Andreas Uthmann

Books On Demand. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 8.6in. x 6.1in. x 0.5in. Win. Grow. Social Sales. What if you could increase your win rate by 10, 20 or 50? The world of sales is changing: Information overload, buyer networks, social business and collaborative CRM are transforming the way we interact and engage with customers. With Social Sales, you can focus on what is really important: The people and social relationships behind the opportunity. It provides a fresh approach to master the complexities of B2B sales by capitalizing on the social capital of your company. This book is targeted to sales, account, marketing and business managers applying Social Sales to hunt and farm new business. The objective is to support sales teams to win strategic opportunities and grow within their target accounts. If you believe, that people and relationships are the driving forces of sales success in your business, this book is designed for you. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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