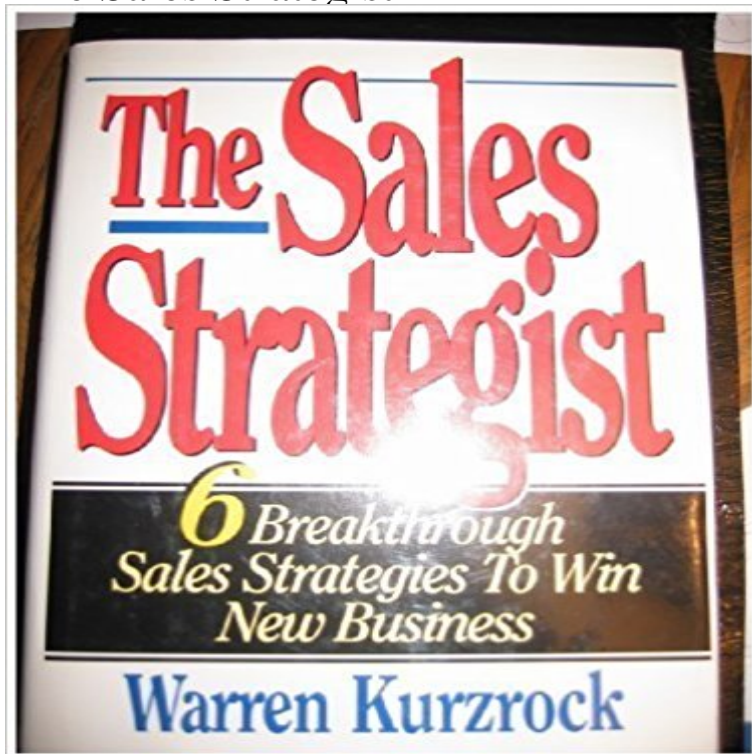


The Sales Strategist



Selling simply isn't what it used to be. Dramatic economic changes during the last decade brought on by mergers, acquisitions, downsizing and the electronic revolution have created the need for sales people to regroup and look carefully at just how accounts are being sold. The bottom line? Haphazard selling techniques simply don't work in today's rapidly evolving business environment. The Sales Strategist is not just about selling, it's about strategy--carefully conceived, long-term strategies that generate results. Authored by Warren Kurzrock, a 30-year sales industry veteran and chief executive officer of sales training leader Porter Henry, The Sales Strategist is a hard-hitting, hands-on tool for salespeople in all industries. It examines six powerful and effective sales strategies--detailing goals, action steps, resources needed, timetables and contingencies--with key chapters including: Team and consultative selling; Value-added services; Negotiating; Access.

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