

Download Selling To Big Companies

In *Selling to BIG Companies* you'll discover how to: Develop an effective, multi-faceted account-entry campaign. Have powerful initial sales meetings that build unstoppable momentum. *Selling to BIG Companies* is a Top 10 "How to Sell" Book of All Times according to INC. In *Selling to BIG Companies* you'll discover how to: Target the right accounts. Create sales messaging that work. Develop an effective, multi-faceted account-entry campaign. Have powerful initial sales meetings that build unstoppable momentum. This book is about how to prospect your way into a large company based on first hand experience from author and sales coach Jill Konrath. She shows ways that are effective in getting meetings with decision makers at large companies, particularly that you need to bring them something of value in order to get in the door. *The Secret to Selling to Big Companies*. But there is nothing to fear. Just remember: You aren't selling to a company; you're selling to a person. I am CEO of a high-level gift company. The first time I met with representatives from D.R. Horton, the largest homebuilder in the country, I presented in a conference room full of regional managers.