

## Mastering the complex sale : how to compete and win when the stakes are high!

Thull, Jeff

Deskripsi Lengkap: <http://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=35977&lokasi=lokal>

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### Abstrak

If you specialize in complex sales, the business-to-business transactions that involve multiple decisions made by multiple people from multiple perspectives, this is the book for you! It presents The Prime Process? a diagnostic, customer-centered approach that clearly sets you apart from your competition and positions you with respect and credibility as a valued and trusted advisor.