



# The Technology Salesperson's Handbook: 114 World Proven Lessons and Tactics

*Ken Wax*

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## **The Technology Salesperson's Handbook: 114 World Proven Lessons and Tactics** Ken Wax

In over 100 practical and tactical short chapters, this complete guide has a wealth of immediately-useful ideas and tactics for every technology salesperson. These include 'Words That Work' – real-world examples that you can put to work for you immediately. Beginning with 'Customer Vision and why selling has changed, to tactics for reaching 'unreachable' prospects and handling the most challenging selling situations, you will benefit from insights and world-proven techniques for becoming an even more successful sales professional.

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