

The Solution Selling Fieldbook: Practical Tools, Application Exercises, Templates and Scripts for Effective Sales Execution

Keith M. Eades, James N. Touchstone, Timothy T. Sullivan

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The breakthrough process used by more than 500,000 sales professionals worldwide!

The Solution Selling Fieldbook helps you integrate the plan's nuts-and-bolts techniques into your own day-to-day practices, and immediately gain access to key decision makers, diagnose buyers' business issues, and increase top-line sales.

Building on the processes, principles, and management systems outlined in *The New Solution Selling*, this practitioner's workbook features:

- A complete step-by-step blueprint for sales success
- A trial copy of Solution Selling software
- A valuable Solution Selling CD-ROM that includes tools, templates, and sales letters

Includes Exclusive Solution Selling Software on CD-ROM

- More than 120 work sheets on negotiating, opportunity assessments, implementation plans, and more
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