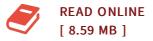


Selling Microsoft: Sales Secrets from Inside the World's Most Successful Company

By Walters, Ed

Adams Media Corp, 1997. Hardcover. Book Condition: New. Dust Jacket Condition: Fine DJ. 2nd Printing. Adams Media Corp 1997 2nd Printing New/Fine DJ In Plastic. Dayton, previously a sales and contract support manager for Microsoft, now heads Client-Centered Training, Inc., whose methods he espouses in his book. The method consists of several steps: identify prospective customers; qualify the possibility of purchase according to need, budget, buying authority, and time; verify that the customers understand why the purchase is appropriate and that the salesperson has addressed all their concerns; then ask the customers for their business. The author reveals little about Microsoft here, other than the "smoke and Windows" technique, a maneuver demonstrating a prototype that was not really functional. Dayton uses his methods for selling technical, highdollar systems, but a salesperson could apply his methods in part or in modified form to other sales circumstances. Comprehensive, detailed, and motivational, this is recommended for any library with a business collection covering sales.Peggy D. Odom, Texas Lib. Assn., Waco 1997 Review" Selling Microsoft is jam-packed with ideas and techniques that will provide even the most experienced sales professional with new insights into sales success. An absolute "must read" for any sales person that ...



Reviews

This publication is great. I have study and that i am sure that i will planning to read once more again in the foreseeable future. You will like how the article writer write this publication. -- Dr. Uriel Kovacek

This created ebook is great. it was writtern very properly and useful. Its been printed in an exceedingly easy way in fact it is just right after i finished reading this pdf where basically modified me, alter the way i think. -- Aglae Becker