



Selling Above and Below the Line: Convince the C-Suite. Win Over Management. Secure the Sale.

William "Skip" Miller

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Cost, service, functionality—good salespeople know the value propositions that speak to frontline managers. But there's another crucial player in the buying decision, with an entirely different set of criteria.

Top-level executives evaluate proposals from an “above the line” perspective: ROI, time saved, risk lowered, productivity improved. Sales professionals that appeal to both achieve spectacular results.

In *Selling Above and Below the Line*, master sales trainer Skip Miller shows how to simultaneously sell the technical and financial fit of any product or service—a strategy used by Google, Apple, Cisco WebEx, and other powerhouses. Readers learn to:

Create energy by including executives early in the sales process • Ask the right questions and pinpoint big-picture financial needs • Keep “below the line” managers from feeling bypassed • Uncover value propositions that target each set of decision-makers

Too often, sales that seemed locked in will stall or go dark. Learn to sell above and below the line, and keep the process moving swiftly toward successful, lucrative deals.

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