



## **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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A lot of people always spent their particular free time to vacation or even go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity this is look different you can read a new book. It is really fun in your case. If you enjoy the book you read you can spent all day every day to reading a publication. The book Selling Above and Below the Line: Convince the C-Suite. Win Over Management. Secure the Sale. it is rather good to read. There are a lot of people who recommended this book. These people were enjoying reading this book. Should you did not have enough space to deliver this book you can buy typically the e-book. You can more easily to read this book from the smart phone. The price is not to fund but this book features high quality.

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