



A Seat at the Table

Marc Miller

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TO CLOSE MORE SALES, STOP SELLING Bestselling author Marc Miller delivers a new, critical tool for connecting with decision makers to make more and bigger sales. He offers a sales approach designed to help you earn a "seat at the table"-the place reserved for those select people who set the direction and the budget of an enterprise. Miller explains how to connect with decision makers from the very first point of contact- psychologically, strategically, and financially-enabling you to create demand for your products and services, protect your core business, and close more sales. He offers all of the tools you need to stop being a salesperson and become a businessperson who sells:

- A simple, analytical matrix for illuminating customer strategies
- A first-call methodology that will have every contact offering up the information that you need to make the sale
- An adaptable template for generating recommendations that are perfectly aligned with customer strategic needs

With these tools, you'll be closing more and bigger deals-and helping your customers succeed, too.

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