Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts

David Mattson, Brian Sullivan

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The comprehensive 6-stage selling program from Sandler Training--

"Top 20 Sales Training Company" by *Selling Power* **Magazine<?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />**

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business with profitable enterprise clients, serve them effectively and grow the relationships over time.

You start with *Sandler Enterprise Selling*. The only enterprise selling system based on the proprietary Sandler Selling System methodology created by David H. Sandler This practical, step-by-step book is designed specifically for selling teams committed to high achievement in the enterprise environment. The program's powerful six stages will guide you to:

1. Set a baseline for success for each territory and account

2. Identify opportunities with the highest probability of success

3. Engage with buyers to qualify enterprise opportunities

4. Craft solutions that directly address your client's needs

5. Propose your solution and achieve advancement

6. Serve and satisfy your client, earning the right to grow the business

Each of the stages represents a key piece of the puzzle in the proactive, team-oriented Sandler Enterprise Selling (SES) process. With the proven training techniques in this book, you'll be able to use SES to win, grow and serve enterprise clients. You'll learn how to master 13 selling tools integral to your SES success—like the KARE Account Planning Tool, Growth Account Booster Tool, LinkedIn Levers Tool, and Client-Centric Satisfaction Tool. You'll discover practical solutions to the vastly complex challenges in enterprise organizations - extended sales cycles, wide buyer networks, or significant investments in pursuits.

Overcoming these unique challenges presents great opportunities for selling teams. Sandler Enterprise Selling provides the framework needed to succeed in the enterprise arena, winning, growing and keeping major accounts.

Note: These are the same training principles that are taught to tens of thousands of sales executives and managers every year at more than 200 Sandler Training companies around the world. If you want to stay competitive in the enterprise selling arena, you need to train, study, and read *Sandler Enterprise Selling***.**

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