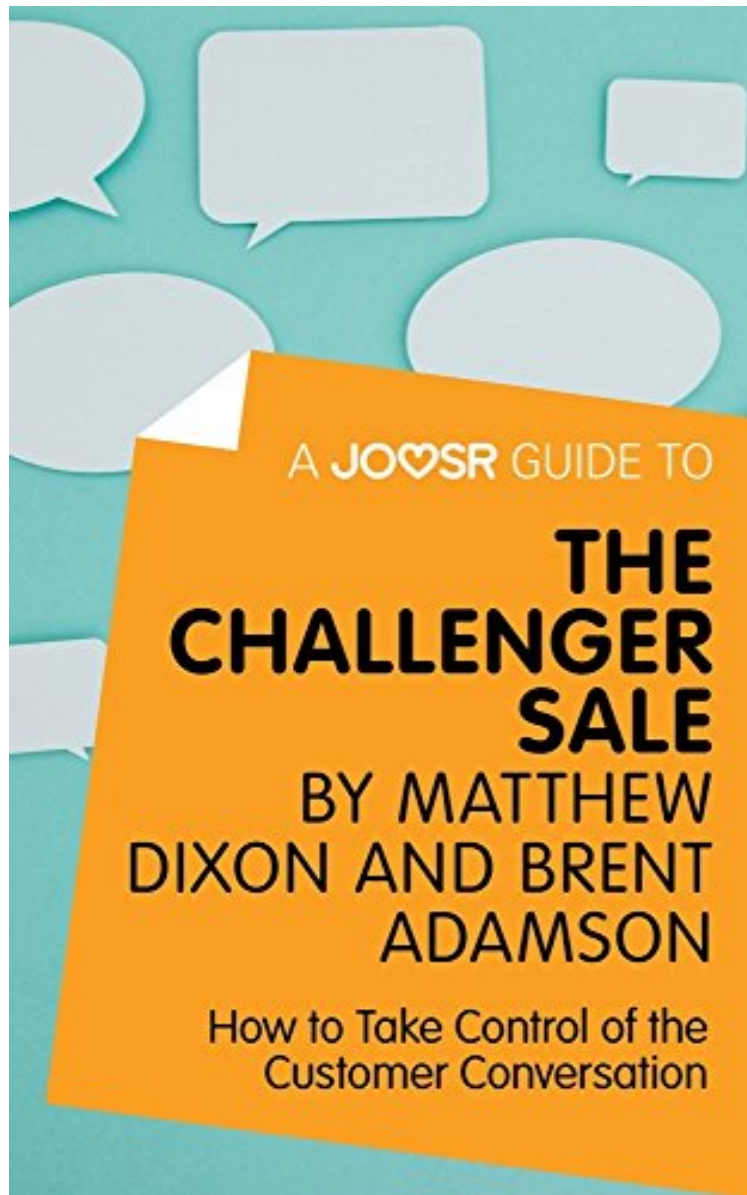


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all praised A Joosr Guide to... The Challenger Sale by Matthew Dixon and Brent Adamson: How to Take Control of the Customer Conversation:

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- How to hold firm on price without alienating your customers
- Why meetings with clients should be an opportunity to teach rather than learn
- How to create pitches that get support from stakeholders throughout the customer's company.