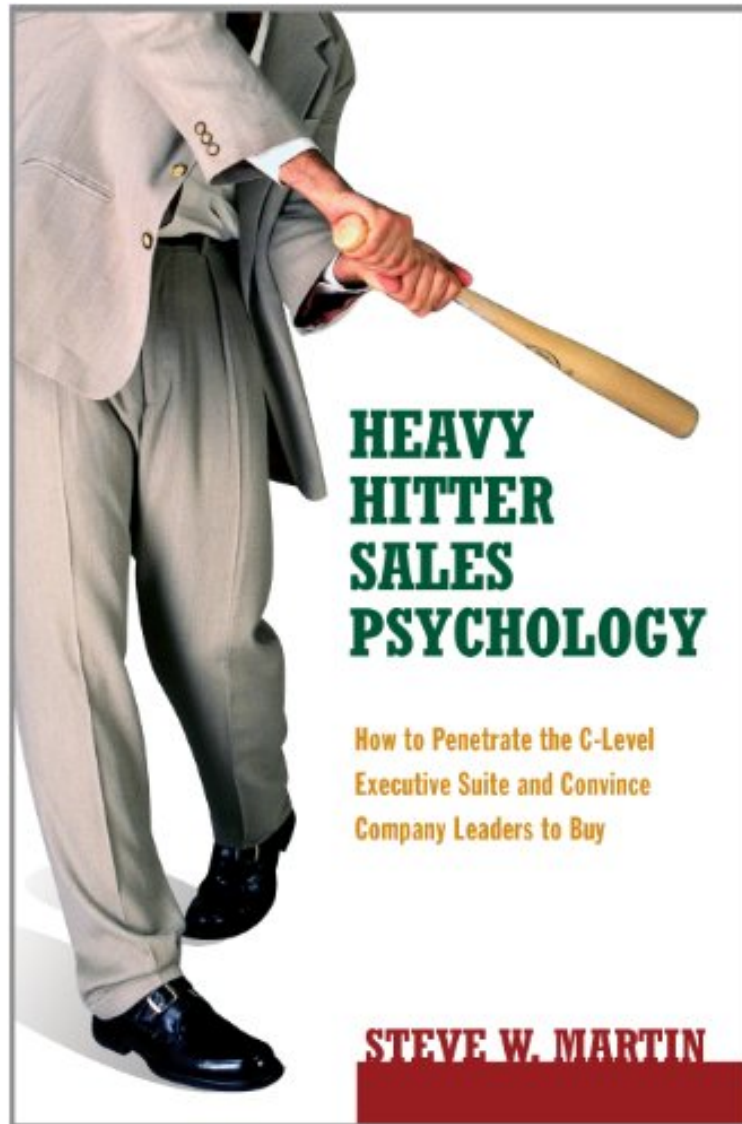


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## Heavy Hitter Sales Psychology

*Steve Martin*

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**Steve Martin : Heavy Hitter Sales Psychology** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Heavy Hitter Sales Psychology:

0 of 0 people found the following review helpful. It is a tutorial not just a book By eaounI have shared the book's ideas with several salespeople whom everybody thinks they are very successful. The result: Most of them know bits and pieces of what is written and they go ahead with their proposals and offers without any detailed plan. They follow their guts mainly, and have an insider in the targeted enterprise. This is how they work on a deal. This book is hard to comprehend from the first time. You have to read it several times and compile a summary booklet that serves as your tutorial and reference. The author is approaching the "sales" issue as an engineer who tackles all the details and all the

parameters. After compiling my "tutorial" summary, I followed it while targeting a governmental body. Even though we are still in the early phases of a huge deal, but, boy... things are totally different. I'm almost 100% sure that I'm going to nail down this deal. Great work. Nothing to be compared to. 0 of 0 people found the following review helpful. Sound Advice for sales professionals By Peter Pen Heavy Hitter Sales Psychology: How to Penetrate the C-level Executive Suite and Convince Company Leaders to Buy A must read for any sales professional marketing high value complex solutions. The author writes in a jargon free style and provides down to earth advice on how to reach and sell at C-level. 7 of 7 people found the following review helpful. The sales professional's wake up call!!! By Hopkins A sales professional's survival guide to one's job and career! It is more difficult than ever to deliver sales and income particularly in these unprecedented economic times. Any product or service of any consequence requires executive level approval right now. In the past, decision empowerment would be given to key members in the lower ranks of any company. Today, budgets are fluid and therefore competing projects are subject to executive triage of all business investments. It is more critical than ever how you approach and position yourself favorably to persuade a C-level executive to buy from you. Martin's prescriptive approach will challenge any sales professional regardless of experience. People are in survival mode today where keeping one's job is paramount. In sales, if you do not hit your numbers, whether you are a VP, Region manager or individual contributor, you will be gone as companies continue to winnow their work forces. This is a must read from that perspective alone. This book clearly defines the business, psychological and political makeup of senior C-level executives. You must understand their language and the factors these decision makers face daily. This is more intimidating than ever because you must be prepared when approaching these people. Martin takes away the mystery and/or assumptions you may have in reaching these key executives in your business. Without this awareness, you will fail in today's business climate. Steve Martin does a superb job in preparing you to sell to the C-level executive. This is an environment unlike anything we have seen in our lifetime. A must read for every VP of Sales and sales professional. "Business as usual" is over. Outstanding material!!

The biggest challenge facing salespeople today is securing meetings with C-level executives and convincing them to buy. Based upon extensive interviews with more than 500 C-level executives, Steve Martin's Heavy Hitter Sales Psychology will help you understand how C-level executives think, how they communicate, and how to adapt your use of language to match executive decision makers'. Martin provides language-based strategies that enable your message to rise above your competitors' and impactful psychological suggestions that compel executives to take action. Inside, you will find expert advice on these topics:

Steve Martin has done it again, giving you more real world sales strategies to make sales at the highest levels. -- --  
Brian Tracy, President, Brian Tracy International, author of The Psychology of Selling