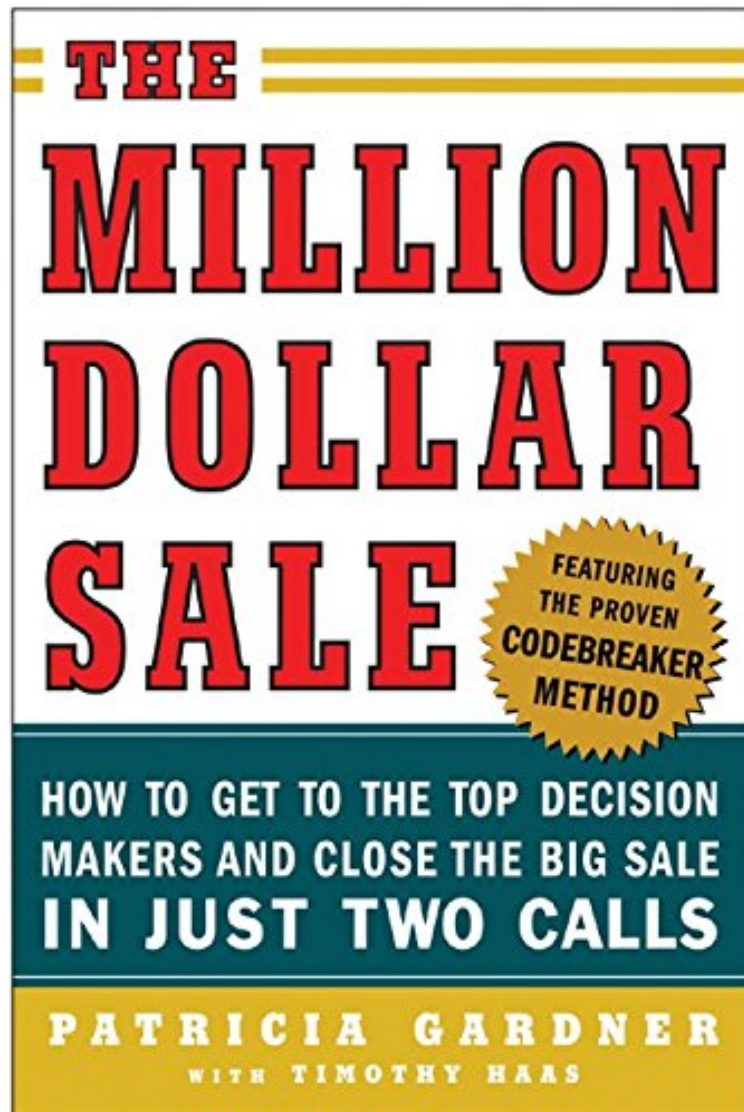


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The Million Dollar Sale: How to Get to the Top Decision Makers and Close the Big Sale

Patricia Gardner

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How to reach the real decision makers and close the all-important sale How do today's most successful sales professionals close multimillion-dollar deals? They do it by teaming up with "Codebreakers"-- sales reps from noncompeting firms already doing millions of dollars of business with target clients. In *The Million Dollar Sale*, sales guru Patricia Gardner: Explains how to find Codebreakers, gain their interest, and persuade them to form powerful selling alliances Describes how her Codebreaker system closed multimillion-dollar deals at Johnson Johnson, Verizon, Goodyear, Xerox, and other top companies Walks you through the sales process, showing you how to work with influencers, decision makers, and tactical teams to create and deliver multimillion-dollar business solutions

From the Back Cover How to find and close million-dollar deals . . . in just two sales calls! No matter how polished a sales presentation is, it's almost impossible to close the deal without talking to the right person. The key is forming powerful selling alliances with "Codebreakers"--sales reps from non-competing firms already doing millions of dollars of business with your target clients. In *The Million Dollar Sale*, sales guru Patricia Gardner tells you how to find Codebreakers, gain their interest, and work with them to land those quota-busting deals you dream about. Gardner makes a strong case for adopting a team sales approach that brings everybody from RD staff to customer support into the sales equation. She describes how she closed \$7 million in her first year using her Codebreaker system and takes you inside multimillion-dollar deals with Johnson Johnson, Verizon, TransAmerica, Vanguard, Goodyear, Xerox, and other top companies. And she brings fresh insight to the entire sales process, showing you how to: Find and cultivate Codebreakers in every industry sector Research target clients and develop three potential projects before you meet Form and manage tactical teams to rapidly create and deliver multimillion-dollar business solutions Prepare for and deliver pitch-perfect presentations that close the deal Maximize revenue in existing accounts while seeking and winning new business About the Author Patricia Gardner runs Maximum Sales, Inc. She and her original Codebreaker system have been featured in the *Wall Street Journal*, *Selling* magazine, *Entrepreneur*, *Sales Management Report*, *Transaction World* magazine, *Selling Power* magazine, and other major publications. Timothy Haas is a full-time freelance writer and editor.