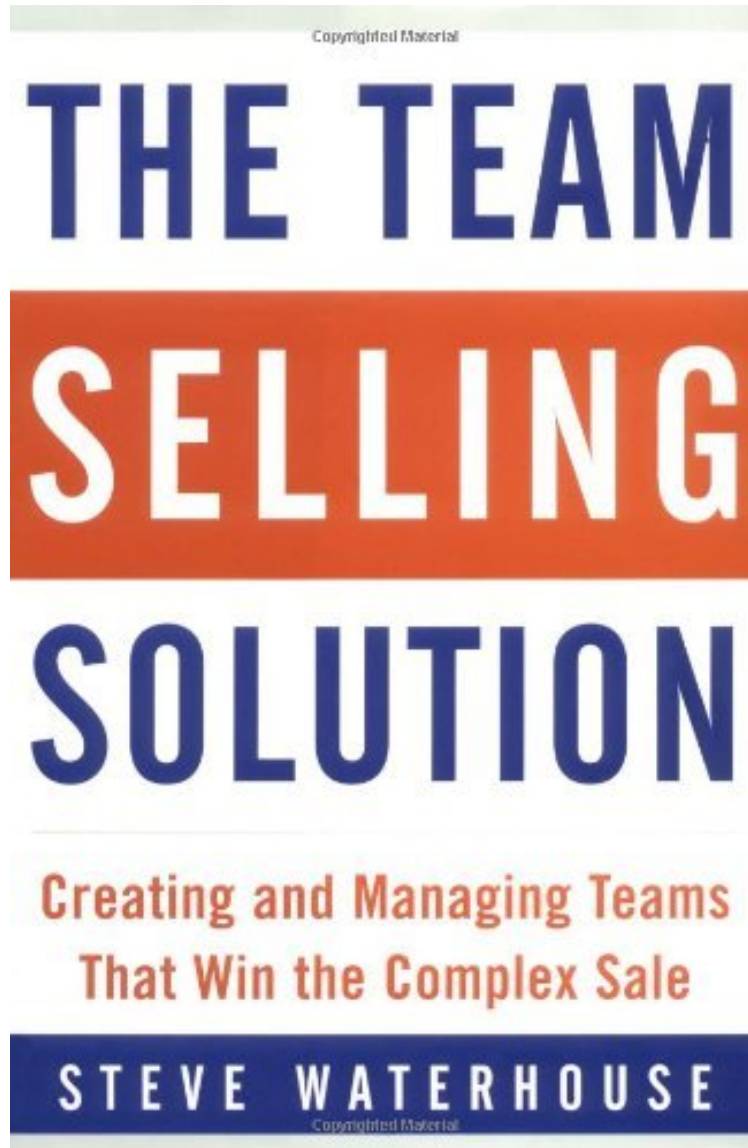


The Team Selling Solution: Creating and Managing Teams That Win the Complex Sale

Steve Waterhouse

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Selling in the information age requires the coordinated efforts of field reps, senior management, and an army of technical and product specialists. In *The Team Selling Solution*, Steve Waterhouse draws upon his vast experience creating sales teams at ATT, IBM, Xerox, Wyeth-Ayerst, and other industry leaders to provide a highly-accessible, prescriptive guide to creating, developing, troubleshooting, and leading powerful sales teams. Throughout, he enlivens the text with enlightening and entertaining vignettes from industries ranging from advertising to pharmaceuticals to semiconductors.