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The book “ The New
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been written by Robert B. Miller, Stephen E. Heiman, and Tad Tujela. The book is targeting people and companies who are trying to sell products and services to some other corporations. So, if you offer products or services only to individuals, this book will not accrue you any particular benefit.

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of B2B sales with this bestselling book by leaders at Miller Heiman, which introduced the world to the influential concept of 'win-win' when it comes to sales.

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“ The New Strategic
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Heiman, Diane Sanchez

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- Non-manipulative selling philosophy - True selling success rests on such “ beyond the order ” achievements as repeat business, solid referrals, and long-term relationships. - Key is to manage every sales objective as a joint venture – a mutually beneficial transaction

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Selling” by Stephen
Heiman, Diane Sanchez

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Joe Murphy

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an outline of the book
from Miller-Heiman.

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– • judges impact on
job performance •

Often several, or many

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users, success and the
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my job responsibilities
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their job to be ...

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The book presents
strategic selling logically
and explains basic tools
and tactics to implement
strategic selling in your
organization or your
person sales approach.

It would be useful as
assigned reading as part
of a training program
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