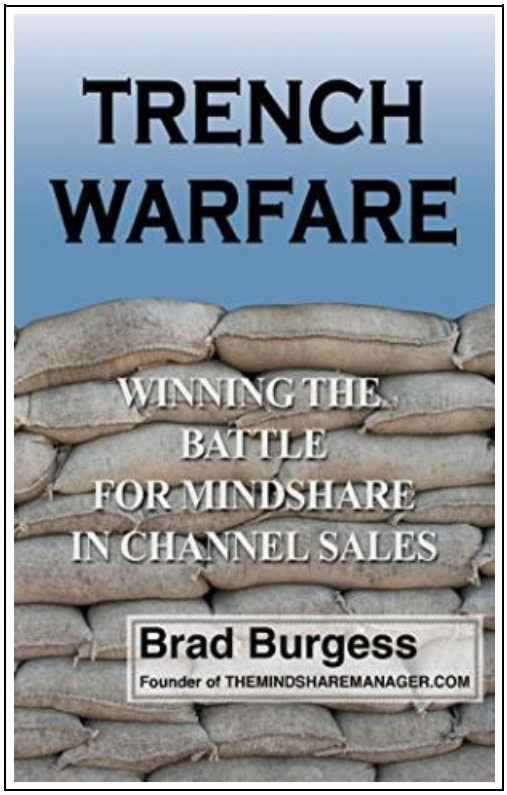
Trench Warfare: Winning the Battle for Mindshare in Channel Sales



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Dog Ear Publishing, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. If you saw success staring you in the face, would you be able to recognize it? In today s world of complex, solutions-based selling and ever-increasing customer expectations comes Trench Warfare. Written by a twenty-year veteran of the sales world for salespeople looking to develop new markets for their company s high-dollar, niche and/or otherwise disruptive technology, Trench Warfare takes the long view, seeking to simplify the often complicated nature of working with channel partners by planning from the bottom, up. In Trench Warfare, Brad Burgess provides a glimpse into the real nuts and bolts world of sales and channel management. Charlie Armiger, V.P. Sales and Program Development, Speedinfo, Inc. Filled with thoughtful, often humorous real-world examples, Trench Warfare details the strategies needed for managing the channel partner relationship, gaining confi dence, and increasing sales, including: capturing that all-important resource, Mindshare setting S.M.A.R.T. goals overcoming objections and delay tactics assigning and tracking responsibilities building strong, lasting relationships accountability the measure of success Despite having spent almost my entire career developing the sales processes outlined in this book, I still spend time nearly every day thinking and reflecting on ways I could improve. I m still learning and growing as a salesperson, but I have developed some helpful strategies that are worth sharing. This is the kind of book I wish had been around when I first started out in channel sales. Brad Burgess, author.

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