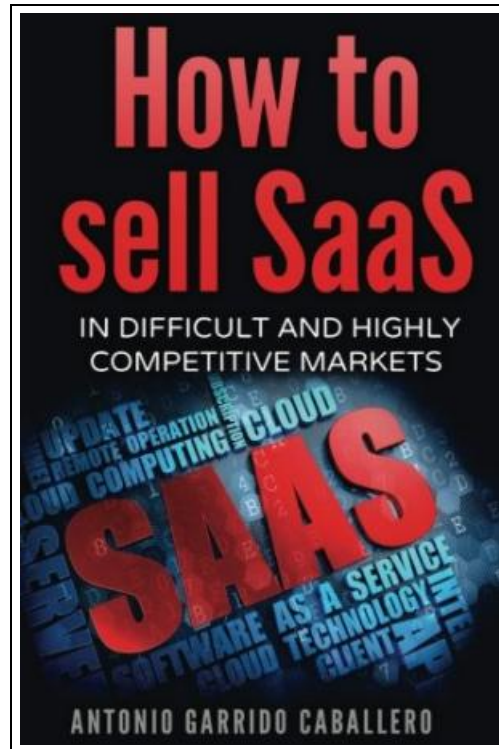


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This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover.

(Hunter Witting)

HOW TO SELL SAAS: IN DIFFICULT AND HIGHLY COMPETITIVE MARKETS (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.NOTE: THIS IS THE 2017 UPDATED VERSION I DON T WANT TO MAKE YOU HAPPY.I WANT TO MAKE YOU RICH! When I was thinking about writing a book about selling SaaS, what held me back for sometime, was the fact that I did not want to write another book that would look like a step-by-step manual to conquer Sales. There are literally thousands of books about sales methodologies, sales processes, step-by-step charts, that can do that job. I felt it should be something different because, actually, selling SaaS is a different way to sell software solutions. Neither I wanted to spend pages in explaining, the technical infrastructure that supports the delivery of SaaS, as there are also the same number of books or even a larger number covering the topic. I wanted to reach to the very sales fiber in every sales executive to trigger an interest in understanding that a change in their traditional sales concepts was not only necessary but critical to successfully tackle SaaS Sales, but at the same time, to become aware that this change wasn t about re-shaping their ideas, their sales processes or their sales methodologies. It involved a complete transformation of their very own professional style that would impact their way they are perceived by customers and colleagues. That s why I came up with the idea of dividing this book into two main parts, being one of them exclusively focused on the sales executives professional transformation to be successful in today s Information Technology Sales activity. That s how the IRREVERENT SALES concept came up in this book. Readers will find on the first part of this book a definition of the...



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