



## Bottom Line Selling: The Sales Professional's Guide to Improving Customer Profits (Paperback)

By Jack Malcolm

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Your customers and prospects are too busy to bother with any salesperson who promises to add value without an in-depth understanding of their business. The only way to add measurable value to your customers-the kind that gets the attention of high-level decision makers-is to understand how their business generates cash, bring solid ideas for improving their cash flow engine, and speak the language that resonates with them. Bottom-Line Selling shows you how to stand out by becoming a cash flow engineer. I read a lot of business books, more than 100 a year, and I can say without question that Bottom-Line Selling is absolutely one of my all time favorites. If you want to clearly understand how to use business acumen, competitive intelligence and your customer's financials to position yourself as a trusted advisor and close major deals, this is a MUST read book. -John Spence - one of America's top 100 business thought leaders I receive several calls each day from salespeople attempting to get on my calendar to pitch their product or service. I never...

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