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Selling Microsoft: Sales Secrets from Inside the World's Most Successful Company

By Walters, Ed

Adams Media Corp, 1997. Hardcover. Book Condition: New. Dust Jacket Condition: Fine DJ. 2nd Printing. Adams Media Corp 1997 2nd Printing New/Fine DJ In Plastic. Dayton, previously a sales and contract support manager for Microsoft, now heads Client-Centered Training, Inc., whose methods he espouses in his book. The method consists of several steps: identify prospective customers; qualify the possibility of purchase according to need, budget, buying authority, and time; verify that the customers understand why the purchase is appropriate and that the salesperson has addressed all their concerns; then ask the customers for their business. The author reveals little about Microsoft here, other than the "smoke and Windows" technique, a maneuver demonstrating a prototype that was not really functional. Dayton uses his methods for selling technical, high-dollar systems, but a salesperson could apply his methods in part or in modified form to other sales circumstances. Comprehensive, detailed, and motivational, this is recommended for any library with a business collection covering sales. Peggy D. Odom, Texas Lib. Assn., Waco 1997 Review" Selling Microsoft is jam-packed with ideas and techniques that will provide even the most experienced sales professional with new insights into sales success. An absolute "must read" for any sales person that...



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