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## MAJOR ACCOUNT SALES STRATEGY



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Major Account Sales Strategy, Neil Rackham, This book features an arsenal of shrewd tactics and winning strategies to make you a major account sales success. Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client - these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective...

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- Authored by Neil Rackham
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