

# How To Sell Technology

Using Technology to Sell  
The Equation of Sales - A practical Guide to Selling Technology  
How to Sell Technology  
Selling the Intangible Company  
Marketing of High-technology Products and Innovations  
Transfer of technology to the Soviet Union and Eastern Europe  
Managing Technology for Corporate Success  
Technology and Innovation Management  
Wall Street & Technology  
Congressional Record  
Technology Management  
Representing the Growing Technology Company  
Information Technology  
LES Nouvelles  
Professional Selling  
The Technology Connection  
The Economics of Technology Transfer  
Union Agriculturist and Western Prairie Farmer  
Dataquest  
ABC's of Relationship Selling  
Jonathan London Tim Gibbons Paul R. Dimodica Thomas Metz Jakki J. Mohr United States. Congress. Senate. Committee on Governmental Affairs. Permanent Subcommittee on Investigations  
Chris Floyd United States. Congress Robert C. Megantz Alfonso Hernán Molina Thomas N. Ingram Kathleen Schrock Sanjaya Lall Charles Futrell

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using technology to sell is filled with practical effective techniques to sell more by leveraging the plethora of tools and information in today s world by applying these principles you ll open more doors increase your productivity speed up decisions and close more deals jill konrath author of snap selling and selling to big companies using technology to sell tactics to ratchet up results shows salespeople and sales managers the most effective ways to leverage a variety of technologies to increase sales and gain more customers topics include making the most of cloud based customer relationship management software putting social media to the

best use presenting on three continents simultaneously through advanced video conferencing using advanced techniques to gain an information edge over competitors and much more as this book shows while the sales process will remain pretty much the same from now until the end of time technology used properly can increase sales power at every step of the cycle technology in the right hands is a strategic weapon and a competitive differentiation tool that can dramatically improve close rates deal size efficiency total sales and much more using technology to sell will show you how to expand your market through the use of technology employ software as a service saas applications to keep track of customers stay organized present and sell more systematically use social media to increase sales maintain the personal element in a world wired with technology use the best sales methodology and integrate each step with technology overcome any aversion to using technology to sell avoid the trap of overuse or dependency on technology

a practical guide to selling technology the equation of sales is the distillation of more than 20 years of sales experience into practical tools for people selling technology trust x needs x value successful selling trust needs and value are the three things that a sales person must establish with any buyer whether they are selling shoes or aeroplanes people buy from people that they trust people buy something that they need and they buy something that they perceive as valuable if the sales person cannot establish all three generally in that order then they will struggle to sell this book will help you to understand how to establish that trust how to identify those needs and how to demonstrate value to your customer as a result you will make more sales and make more commission the book is mainly aimed at people starting their careers in technology sales it provides the basic tools to decide which customers to try to sell to how to find out what they might need and how to persuade them that your solution is the most effective one for people who have been working in sales for a number of years the book provides great tips and hints and refreshes your knowledge about these things it is not the only sales book you will ever need but it should be the first sales book that you need it provides the foundation for further training and development to help with that it includes a workbook featuring an example product and sales person plus worksheets for you to complete so that you can immediately apply what you have read to your own product

how to sell technology focuses on a premeditated approach in which sales marketing and strategy are integrated into one outbound revenue capture program this book trains salespeople of all experience levels how to become a peer in the boardroom instead of a vendor waiting in the hallway whether you are just starting your sales career or you are an experienced sales executive the techniques provided in this book will enhance your skills and enable you to communicate value up front find clients shorten your sales cycle present like a pro and close deals

in selling the intangible company thomas metz helps entrepreneurs and venture capitalists to better understand the process of selling a company whose value is

strategic he addresses all the key issues surrounding the sale of a company in which the value is in its technology its software and its know how but has not yet shown up on its balance sheet filled with in depth insights and expert advice this book provides essential information for business professionals and technology ceos who need to understand the nuances of selling a company with intangible value

this title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

focusing on the questions that face top management such as deciding which technologies to invest in and how to manage and exploit them and shaping management roles to fit technological strategy this text explores these and other key issues in an accessible non technical way

80 papers selected from picmet 99 as representative of the field

the congressional record is the official record of the proceedings and debates of the united states congress it is published daily when congress is in session the congressional record began publication in 1873 debates for sessions prior to 1873 are recorded in the debates and proceedings in the congress of the united states 1789 1824 the register of debates in congress 1824 1837 and the congressional globe 1833 1873

licensing is an important source of revenue especially in technology driven industries this book takes inventors and corporate managers from original idea to final deal

professional selling provides comprehensive coverage of contemporary professional selling by integrating recent sales research with leading personal selling practices professional selling s chapters can be mixed and matched with sales management chapters from ingram s sales management sixth edition to create an outstanding customized sales course this highly experienced author team draws on their industry and academic experience to blend the most recent research findings with illustrated best practices in professional selling

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this is a selection of articles in the field of technology transfer the volume focuses on issues facing developing countries in the context of rapid technical change globalization of production and the international spread of innovation

the second canadian edition of abc s of relationship selling explores professional selling from a canadian perspective as the title of the book suggests the text is centered around a philosophy about selling that success requires mastery of selling basics including selecting presentation styles and effective closing techniques in addition other key topics such as ethics and territory management are explored using a logical step by step approach abc s of relationship selling takes students through the selling process and gives them the tools they need to build effective customer relationships regardless of the career path students pursue knowledge of selling skills such as effective communication and negotiation will prepare them for the workplace

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