



Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top

Dr. Stephen J. Bistriz, Nicholas A.C. Read

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It's the goal of every salesperson: getting access to senior client executives—the C-Level decision makers responsible for approving top-dollar deals. *Selling to the C-Suite* is the first book that reveals how to land those career-making sales in the words of CEOs themselves!

With 60 years of combined experience selling to corporations around the world, Nicholas A.C. Read and Stephen J. Bistriz, Ed.D., conducted in-depth interviews with executive-level decision makers of more than 500 organizations. One thing they learned might surprise you: leaders at the highest corporate levels don't avoid sales pitches; in fact, they welcome them—provided the salesperson approaches them the right way. Inside this invaluable book, CEOs reveal exactly which sales techniques they find most effective, as well as those you should avoid.

Selling to the C-Suite provides all the insight you need to:

- Gain access to executives
- Establish trust and credibility
- Leverage relationships
- Create value at the executive level

It also reveals when executives personally enter the buying process and sheds light on what role they play.

Selling to the C-Suite provides field-tested techniques to put you well ahead of the competition when it comes to making those multimillion-dollar sales you never thought possible.

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