Software Sales & Distribution Superbook: Tips, Tactics, and Proven Strategies for Growing Your Software Company

Description:
We've collected the best sales-oriented case studies, tips, and tactics from the past three years and put them all in one handy, easily-referenced book we call the Software Sales & Distribution SuperBook. This is a work of love, and a thing of beauty: More than 300 pages of actionable advice from our editors, contributors, and, most important, software industry executives who are out there in the trenches slogging it out — successfully.

In this collection of exclusive articles, CEOs who've increased their revenues by huge margins explain how they did it, in a series of detailed, behind-the-scenes interviews. Sales VPs reveal tactics you can put to use now: How to get in the door, how to set quotas, how to team sell with SEs, how to create more accurate forecasts, how to win demo shootouts......and a whole lot more.

Plus, we've got interviews with some of the top veterans and consultants in the business, including Mike Bosworth, Colleen Francis, Mark Gardner, Steve Martin, Dave Stein, and many others. These are people who've truly "been there, done that" thousands of times, with hundreds of software clients — and they command very hefty pricetags for their expertise.

This is a powerhouse collection of software-specific sales info, nicely bound and easily shared — and believe me, you will want to make it required reading for everyone in your company who touches your sales process.

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