



The Solution Selling Fieldbook: Practical Tools, Application Exercises, Templates and Scripts for Effective Sales Execution

Keith M. Eades, James N. Touchstone, Timothy T. Sullivan

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The Solution Selling Fieldbook helps you integrate the plan's nuts-and-bolts techniques into your own day-to-day practices, and immediately gain access to key decision makers, diagnose buyers' business issues, and increase top-line sales.

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- A complete step-by-step blueprint for sales success
- A trial copy of Solution Selling software
- A valuable Solution Selling CD-ROM that includes tools, templates, and sales letters

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