

CROSS-SELLING SUCCESS

*A Rainmaker's Guide to
Professional
Account
Development*

F O R D H A R D I N G

Cross Selling Success A Rainmakers Guide To Professional Account Development

Clifton Warren



Cross Selling Success A Rainmakers Guide To Professional Account Development:

Cross-selling Success Ford Harding, 2002 Ford Harding author of *Rain Making The Professional s Guide to Attracting New Clients* now takes readers into exciting new sales territory showing how to sell multiple services to the same client and how to sell business services to different divisions of the same account [Guide to Management Ideas and Gurus](#) Tim Hindle, 2008-09-01 Good management is a precious commodity in the corporate world *Guide to Management Ideas and Gurus* is a straight forward manual on the most innovative management ideas and the management gurus who developed them The earlier edition *Guide to Management Ideas* presented the most significant ideas that continue to underpin business management This new book builds on those ideas and adds detailed biographies of the people who came up with them the most influential business thinkers of the past and present Topics covered include Active Inertia Disruptive Technology Genchi Genbutsu Japanese for Go and See for Yourself The Halo Effect The Long Tail Skunkworks Tipping Point Triple Bottom Line and more The management gurus covered include Dale Carnegie Jim Collins Stephen Covey Peter Drucker Philip Kotler Michael Porter Tom Peters and many others **Mastering the World of Selling** Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U S who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges No prior sales education or training Lack of formalized sales training resources and methodologies provided by their companies Due to the recession and downsizing era lack of 12 18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services *Mastering the World of Selling* helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis Franklin Covey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd

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Cengage Gale,2009-05-12 Financial Services Sales Handbook Clifton Warren,2025-05-21 The Financial Services Sales Handbook Second Edition A Professional s Guide to Becoming a Top Producer is an essential roadmap for financial professionals This second edition highlights the evolving landscape of financial services sales including the rise of digital communication virtual networking and the importance of a client centric approach in today s competitive market Designed for both seasoned professionals and newcomers this handbook provides actionable strategies to master the art of selling financial services sales Key features include Build and maintain a robust sales pipeline while fostering long term client relationships Position yourself as a trusted advisor with tailored value propositions and effective cross selling strategies Align your sales tactics with client needs to drive organic growth and build loyalty Packed with insights and tools this handbook equips you to excel in a competitive environment **Professional Selling** Mohamed B. Mansour,Wesley J. Johnston,2018-06-14 Professional Selling Types Approaches and Management is an essential guide that covers the role of professional selling as part of an organization s integrated marketing system It presents in detail the various types of professional selling functions as well as the process of presenting a product to a customer and closing a sale It describes how a professional salesperson should follow up after a sale in order to maintain customer satisfaction and develop a long term relationship This professional reference goes global too by discussing sales and negotiation activities in different cultures The book does more than discuss the steps of selling it also includes comprehensive information about what it takes to manage key accounts as well as salespeople especially recruitment training compensation and evaluation It features exercises cases and role playing to achieve its objectives Salespeople and managers alike will benefit from the knowledge and guidance provided in Professional Selling Types Approaches and Management

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In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Cross Selling Success A Rainmakers Guide To Professional Account Development** a literary masterpiece penned with a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of people who partake in its reading experience.

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