How To Sell Technology

How to Sell TechnologyUsing Technology to SellThe Equation of Sales – A practical Guide to Selling TechnologyHow to Market Computers and Information TechnologyMarketing of High-technology Products and InnovationsSelling the Intangible CompanyManaging Technology for Corporate SuccessTransfer of technology to the Soviet Union and Eastern EuropeSelling TechnologyWall Street & TechnologyHigh Technology Market Place DirectoryLES NouvellesHow to Sell TechnologyTechnology Management101 Best Resumes to Sell YourselfRepresenting the Growing Technology CompanyTechnology and Innovation ManagementTechnology Licensing and Multinational EnterprisesThe Political Economy of International Technology TransferThe Economics of Technology Transfer Paul R. Dimodica Jonathan London Tim Gibbons Hamish E. Macarthur Jakki J. Mohr Thomas Metz Chris Floyd United States. Congress. Senate. Committee on Governmental Affairs. Permanent Subcommittee on Investigations Asaf Darr Paul DiModica Robert C. Megantz Jay A. Block Piero Telesio John Mcintyre Sanjaya Lall

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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

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 market computers and information technology covers all the basic principals of marketing from strategic planning through to management implementation covering all aspects of the marketing mix this book provides practical guidance on all the steps required for planning implementing and executing sales and marketing programmes this is an invaluable reference source for all managers and professionals in the information technology industry videos hamish macarthur in conversation with the late brian redhead differentiation in today s markets depends on clear marketing strategies implemented with a strong emphasis on service this series of 4 videos cover implementing sales and marketing strategy selling and account management customer service distribution channels products and product mix the videos offer an authoritative insight into helping sales marketing and planning professionals to address the key issues for further information please write to just results multimedia po box11 woodstock oxford ox20 1sg

this title provides a thorugh 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

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

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

unlike most enthographic studies of salespeople which focus on the insurance finance and retail sectors darr s book turns to the daily sales practices of an information economy book jacket

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

explains how to organize information on employment history education and skills into a resume that effectively markets a person s abilities and includes sample resumes for jobseekers in a variety of fields

80 papers selected from picmet 99 as representative of the field

compilation of papers by various experts on technology transfer occurring in north south west west and east west viewed from various disciplines economics political science law and history

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