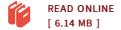# Building a Successful Selling Organization: The Critical Path to Extraordinary Results (Paperback)

By Art Wilson

iUniverse, United States, 2005. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In Building a Successful Selling Organization, Art Wilson draws upon his three decades of experience as one of IBM s top sales leaders and as counsel to Fortune 500 sales executives to create a proven blueprint for building successful, profitable customer relationships. Written specifically for the chief sales officer and the leadership of the entire customer-facing organization, this book documents tested best practices among leading sales organizations and incorporates them into practical ways to implement high-performance, customer-centric sales strategies. After sharpening and honing the skills of thousands of sales teams challenged by demanding corporate customers, Wilson distills the lessons of goal-driven sales leadership into this one compact volume. Citing real-world examples, Wilson shares a disciplined, how-to sales process that empowers a sales leader to transform good sales teams into those that demonstrate sales excellence and extraordinary results. Use the five-level Sales Agenda Model to design, deploy, develop, and support a selling organization. Implement the Account Management Execution Model to improve strategic account management, ensure client alignment, and deliver convincing client value. Sales leaders who adopt the strategies presented in Building a Successful Sales...

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