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# HOPE ISNOTA STRATEGY

The 6 Keys to Winning the Complex Sale

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### RICK PAGE

Personal Trainer to 25,000 Sales Super Stars

## Hope Is Not A Strategy The 6 Keys To Winning Complex Sale Rick Page

**Tobias Bleicker** 

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by principles i e he is a soldier and a gentlemen The sales manager being of strong character will be able to overcome adversity during sales without resorting to con schemes or misleading the customers The book is a summary of the practical Sustained Leadership WBS Thomas G. Reid, 2017-09-26 The sales knowledge acquired over the last twenty years Sustained Leader WBS provides a comprehensive tool for assessing and improving leadership potential A Work Breakdown Structure decomposes every part of the work to be done in a project Through extensive research and surveys the author has identified 229 WBS elements that apply to building yourself into a sustained leader Each element provides a self assessment additional resources and a place to record personal goals and due dates giving each reader a personal program plan to build themselves into a better leader Selling to the C-Suite, Second Edition: What Every Executive Wants You to Know About Successfully Selling to the Top Nicholas A. C. Read, Stephen J. Bistritz, 2018-02-21 THE CLASSIC GUIDE TO HIGH LEVEL SELLING Updated with new insights from global executives How do the best salespeople become trusted advisors to top executives How do they prepare the right message and get in front of the right influencers and decision makers How do they close major sales and establish loyalty for the long term The authors of this groundbreaking book took a novel approach to answer these questions by asking more than 500 senior decision makers what they look for when salespeople call What these top executives reveal will change the way you sell This second edition has been updated with new insights on how to stand out and succeed in a market where executives are using social media and other technologies as a key part of their buying process You ll learn how to Target the most relevant executives in any sales opportunity Win support from the executive s network of gatekeepers and influencers Position yourself as the supplier who will add the most value with least risk Update your prospecting and selling skills for the digital age Sell higher win bigger and close faster Based on the world s largest study of its kind Selling to the C Suite Second Edition blends empirical research with practical insights to help you sell higher faster and stronger

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