



The TOP Seller Advantage: Powerful Strategies to Build Long-Term Executive Relationships

Lisa D. Magnuson

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Are you looking for an edge to land that big contract or keep your largest customers secure? Discover proven techniques from sales leadership veteran, Lisa D. Magnuson, to cultivate executive relationships that will pay big dividends. Pair this with exclusive C-suite executive contributions that provide real-world insight into their expectations of sales professionals to take your sales to the TOP! Professionals that will benefit from the contents of this book include:

- Sales leaders tasked with growing revenues
- Corporate salespeople from most industries
- Business owners/entrepreneurs who sell

Learn strategies and tactics to build long-term executive relationships including:

- Cultivate the right executives and champions
- Unlock the code to on-going interactions with senior leaders
- Master effective meeting strategies and post-meeting momentum techniques
- Expert advice on engagement best practices
- War Room strategic planning to maintain key C-suite relationships

This and much more to create your TOP Seller Advantage!

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