

How To Sell Technology

Using Technology to SellThe Equation of Sales - A practical Guide to Selling TechnologySelling TechnologyMarketing of High-technology Products and InnovationsSelling New TechnologyThe Art of Selling IT Technology to Large EnterprisesManaging Technology for Corporate SuccessDrafting Technology Patent License AgreementsSelling the Intangible CompanyPrinciples of Infrared Technology Jonathan London Tim Gibbons Asaf Darr Jakki J. Mohr James T. Arrow Maan Al Saleh Chris Floyd Michael J. Lennon Thomas Metz John Lester Miller

Using Technology to Sell The Equation of Sales - A practical Guide to Selling Technology Selling Technology Marketing of High-technology Products and Innovations Selling New Technology The Art of Selling IT Technology to Large Enterprises Managing Technology for Corporate Success Drafting Technology Patent License Agreements Selling the Intangible Company Principles of Infrared Technology *Jonathan London Tim Gibbons Asaf Darr Jakki J. Mohr James T. Arrow Maan Al Saleh Chris Floyd Michael J. Lennon Thomas Metz John Lester Miller*

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

selling technology offers a look at high tech markets from within through the experience of salespeople purchasing agents and engineers who construct markets for emergent technologies through their daily engagement in sales interactions although sales occupations comprise 12 percent of the american labor force sales work has been a neglected area of study asaf darr's ethnographic exploration of the sales process for standard and emergent technology argues that our cultural stereotypes of sales work and salespeople shaped during the industrial era and through popular images of the yankee peddler and the car salesman no longer apply to the changing nature of sales in an information economy in the high technology settings in which cutting edge artifacts are traded darr finds that sales work deviates sharply from our traditional cultural images the educational level and technical skills of the sales force are increasing sellers and buyers engineers engage in co development and long term collaborative relationships are replacing brief sales encounters a growing number of work tasks and skills previously performed and mastered in the design or production phases have become part of the sale of emergent technology new control mechanisms over the work of the sales engineers are also appearing unlike most ethnographic studies of salespeople which focus on the insurance finance and retail sectors darr's groundbreaking book turns to the daily sales practices of an information economy

this title provides a thorough 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

using simple descriptions and entertaining stories this book walks a new technology salesperson through field proven and practical selling processes including sections about account analysis generating leads tactics for selling new technology getting and conducting meetings proposal development closing business many new technology salespeople do not know the 4 elements required to close a sale abbreviated duct and these are described the sales tactics chapter includes the following sections how to prioritize your time average number of sales calls to close a deal for new technology new technology the numbers game duct to make a technical sale nos are better than maybes objections wiifm hunting for the maverick the opposite of love is not hate hunting for clients farming for new technology sales dinner and lunch casual conversations schmoozing selling to vice presidents

the art of selling it technology to large enterprises is a special educational book for it salespeople it is intended to be their reference book to generate more business and to add major value to their trusted customers

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

in todayand's fast paced and ultra competitive high tech environment an effectively managed patent licensing program is a must the second editio n of drafting technology patent license agreements shows you how to achieve one this valuable resource covers all of the legal and business transactional issues you are likely to encounter during the drafting and negotiation of patent licensing agreements it guides you step by step through the unique aspects of the implementation of a patent licensing program for computers electronics telecommunications and other industries and it clarifies the issues involved in the enforcement and litigation of these patents youand ll find incisive legal analysis on complex issues including how to implement an aggressive and well managed patent licensing program how to evaluate a patent or portfolio for licensing how to identify industry segments and select potential licensees how to discuss terms with industry targets how to formulate an effective licensing strategy how to use databases effectively in patent practice how to organize a licensing team how to file a patent infringement lawsuit and many more critical issues like these included with this key resource are 40 time saving forms on the bonus cd rom forms for establishing a new technology company using patented technology confidentiality agreements for a third party vendor third party evaluation or consultant a projected royalty stream analysis a semiconductor technology cross licensing agreement software technology license agreements model licensing and patent agreements for the telecommunications industry and many more

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

this book is about general infrared ir engineering technology practices and principles as they apply to modem imaging systems an alternative title to this book with appeal to managers and marketing personnel might be everything you always wanted to know about infrared sensors but couldn t get answers on from engineers this book is not meant to be a comprehensive compendium of ir like the infrared and electro optical systems handbook rather it is intend ed to complement such texts by providing up to date information and pragmatic knowledge that is difficult to locate outside of periodicals the information contained in this book is critical in the day to day life of en gineering practitioners proposal writers and those on the periphery of an ir pro gram it serves as a guide for engineers wishing to catch up engineers new to the field managers students administrators and technicians it is also useful for seasoned ir engineers who want to review recent technological developments

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