



PLAN to WIN tweet Book01: Build Your Business thru Territory and Strategic Account Planning

Ron Snyder, Eric Doner

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A sound territory/strategic account plan is essential to make the best use of your limited time and resources--especially in business-to-business selling. And, the effective execution of your plan will enable you to produce better results. To help accomplish your goals in this challenging environment, this book explores a broad range of sales strategy topics focused on developing and executing a winning plan, including:

- Leveraging industry trends in your market segment, geography, and vertical industry segment
- Growing high leverage customers
- Penetrating new accounts, such as high-probability target prospects
- Working with partners to improve results
- Developing and implementing your action plan
- Ensuring the right level of management engagement

#PLAN to WIN tweet Book01 is designed to help new and experienced sales people and sales managers do a better job of territory planning, strategic account planning, and partner management. Further, the methods outlined will enable readers to dramatically improve their sales effectiveness and results.

If you are an account manager, the material in this book will enable you to:

- Create insightful and achievable territory and target account plans
- Enhance or improve existing plans
- Develop and deploy winning strategies to penetrate and retain key accounts
- Improve your time and territory management for maximum return

If you are a sales manager, this book will help you:

- Adopt/adapt proven planning tools into current practices
- Provide better sales coaching to your sales team on planning techniques
- Better monitor your sales team's leading indicators, wins and losses to respond quickly, and fine-tune your approach
- Improve sales and marketing alignment
- Manage change to enhance your team's sales productivity

#PLAN to WIN tweet Book01 is part of the THiNKaha series whose 112-page books contain 140 well-thought-out quotes (tweets/ahas).

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Jamie Brewer:

The reason why? Because this # PLAN to WIN tweet Book01: Build Your Business thru Territory and Strategic Account Planning is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will distress you with the secret the idea inside. Reading this book beside it was fantastic author who else write the book in such remarkable way makes the content interior easier to understand, entertaining method but still convey the meaning entirely. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of gains than the other book have got such as help improving your skill and your critical thinking approach. So , still want to hold off having that book? If I were being you I will go to the publication store hurriedly.

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