

## The New Strategic Selling The Unique Sales System Proven Successful By The Worlds Best Companies

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textbook with practical workshops at the end of each chapter.

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The New Strategic Selling; Author: Stephen Heiman. Price: \$16.00. This new edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition. Sales. Order Now. Back. Who We Are.

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The book presents strategic selling logically and explains basic tools and tactics to implement strategic selling in your organization or your person sales approach. It would be useful as assigned reading as part of a training program and as a desk reference for people in the process of selling and trying to understand specific challenges or obstacles.

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