

“The business world is drowning in a flood of sales books. The trouble is that most of these books are about how to sell, without a clue about how customers buy . . . This book is different. It is firmly rooted in how people buy and so it works.”

—Neil Rackham, author of *SPIN Selling*

How do you get access and sell to senior client executives? CEOs explain, in *Selling to the C-Suite!*

It's the goal of every salesperson: meeting with the C-Level decision makers responsible for approving top-dollar deals. *Selling to the C-Suite* is the first book that reveals how to land those career-making sales in the words of CEOs themselves.

The authors conducted in-depth interviews with executive-level decision makers of more than 500 organizations. One thing they learned might surprise you: leaders at the highest corporate levels don't avoid sales pitches; in fact, they welcome them—provided the salesperson approaches them the right way.

In this game-changing book, CEOs reveal exactly which sales techniques they find most effective, as well as those you should avoid. *Selling to the C-Suite* provides all the insight you need to:

- Gain access to executives
- Establish trust and credibility
- Leverage relationships
- Create value at the executive level

