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Negotiating With Backbone Eight Sales

Negotiating with Backbone brings together actionable best practices for strengthening customer relationships and selling with tangible value, despite procurement's interference... negotiating far more effectively with "economic buyers" of all kinds... fixing pricing mistakes you've already made... giving sales teams all the tools and insights they now need to succeed!

Negotiating with Backbone: Eight Sales Strategies to ...

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Price And Value
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Holden, Negotiating with Backbone: Eight Sales Strategies ...

Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value by Holden, Reed K. at AbeBooks.co.uk - ISBN 10: 013306476X - ISBN 13: 9780133064766 - Financial Times/Prentice Hall - 2012 - Hardcover

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"Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value" by Reed K. Holden is a very good book for
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Price And Value. The negotiating strategies presented in this text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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