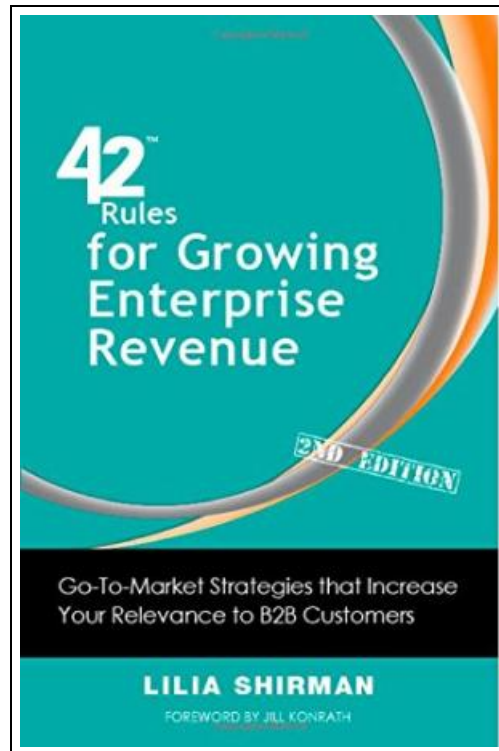


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Reviews

It is one of my favorite books. Sure, it is actually engaging, nonetheless an interesting and amazing literature. I am happy to let you know that this is basically the finest book I have got to study inside my very own existence and might be the finest publication for ever.
(Randal Reinger)

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Super Star Press. Paperback. Condition: New. 132 pages. Dimensions: 8.4in. x 5.5in. x 0.5in. Value is in the eye of the beholder. Do your customers see your value Business buyers barraged with a ceaseless, deafening cacophony of banal marketing-speak learn to focus exclusively on information that is directly relevant to them right now. To engage buyers and grow enterprise sales, companies must create and demonstrate tangible and unique customer relevance with every customer touch. In this time-crunched, information-overload reality: Customer relevance is the only way to generate customer interest and revenue growth Customer relevance cannot be accomplished by a single functional group There is no silver bullet--you have to keep trying new things and testing new strategies 42 Rules for Growing Enterprise Revenue provides practical ideas and proven strategies that boost B2B sales by making every aspect of your business more relevant to customers. The rules cover critical concepts, including: Making Matterng to Customers your companys core competence Pursuing markets where youre most relevant Cultivating Customer collaboration Defining value and relevance using the customers context Using solutions and industry specialization to increase relevance Putting customer relevance into practice through your sales channels Lilia Shirman, CEO of a highly respected Silicon Valley strategy consultancy, coach at Stanford Universitys Global Entrepreneurial Marketing program, and start-up investor and advisor, shares the best ideas and practices from her own and other executives experiences taking B2B products to market. Heres a chance to learn from business leaders at Cisco, Adobe, Citrix, VMware, and others to distill actionable strategies that drive sustainable customer relevance and revenue growth. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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