



## Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books)

By David H. Mattson, Brian W. Sullivan

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**Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books)** By David H. Mattson, Brian W. Sullivan

**The comprehensive 6-stage selling program from Sandler Training-- "Top 20 Sales Training Company" by *Selling Power***

**Magazine**

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business with profitable enterprise clients, serve them effectively and grow the relationships over time.

You start with *Sandler Enterprise Selling*. The only enterprise selling system based on the proprietary Sandler Selling System methodology created by David H. Sandler This practical, step-by-step book is designed specifically for selling teams committed to high achievement in the enterprise environment. The program's powerful six stages will guide you to:

- 1. Set a baseline for success** for each territory and account
- 2. Identify opportunities** with the highest probability of success
- 3. Engage with buyers** to qualify enterprise opportunities
- 4. Craft solutions** that directly address your client's needs
- 5. Propose** your solution and achieve advancement
- 6. Serve and satisfy your client**, earning the right to grow the business

Each of the stages represents a key piece of the puzzle in the proactive, team-oriented Sandler Enterprise Selling (SES) process. With the proven training techniques in this book, you'll be able to use SES to win, grow and serve enterprise clients. You'll learn how to master 13 selling tools integral to your SES success?like the KARE Account Planning Tool, Growth Account Booster Tool, LinkedIn Levers Tool, and Client-Centric Satisfaction Tool. You'll discover practical solutions to the vastly complex challenges in enterprise organizations - extended sales cycles, wide buyer networks, or significant investments in pursuits.

Overcoming these unique challenges presents great opportunities for selling teams. Sandler Enterprise Selling provides the framework needed to succeed in the enterprise arena, winning, growing and keeping major accounts.

**Note: These are the same training principles that are taught to tens of thousands of sales executives and managers every year at more than 200 Sandler Training companies around the world. If you want to stay competitive in the enterprise selling arena, you need to train, study, and read *Sandler Enterprise Selling*.**

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**"Top 20 Sales Training Company" by *Selling Power Magazine***  
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**Editorial Review**

From the Back Cover

**UNLEASH THE POWER OF SANDLER ENTERPRISE SELLING**

"At Salesforce, we invest highly in our customers and employees, and Sandler has made a huge positive impact not only on my team's bottom line but also in their ability and confidence as salespeople. The Sandler Enterprise Selling program is a must for those who want to take their game to the next level."

--**Tony Rodoni**, SVP Commercial Sales, salesforce

"A strategic approach to help navigate complex selling environments and yield tremendous results."

--**Tracie Reed**, VP Business Development, Drillform Technical Services, Ltd.

"Sandler's Enterprise Selling (SES) program is giving us a strategic approach to developing both our customers and prospects. The program uses structured collaboration to bring together our Sales, Operations, IT, Management and Customer Service departments for effectively winning and growing major accounts. Using SES we can determine what the customer needs and how best to deliver it, rapidly and without wasting resources."

--**Brian Topper**, Managing Director, Centaur Services

"Dave Mattson and Brian Sullivan have written the authoritative piece on enterprise selling. This book combines innovative, provocative insights and proven real-world experiences to give executive leaders and service providers a powerful 'how-to' into every aspect of enterprise account selling."

-- **David Devine**, Chairman and CEO, The Devine Group, Inc.

"The Sandler Enterprise Selling program (SES) gives organizations who sell into complex accounts a quantifiable enterprise selling system that can be launched, measured, tested, and amplified at any step of the process. *Sandler Enterprise Selling* is a force multiplier, plain and simple."

--**Benjamin Kelton**, Director of Sales, DrillingInfo, Inc.

"Sonoco's emphasis on strategic account management and sustainable value creation are completely aligned with the Sandler Enterprise Selling (SES) process and its tools. I believe that some of our greatest potential and greatest assets are to be found in our relationships with our existing customers. I'm excited about our growth prospects as we work the SES process and tools to unlock this potential."

-- **Greg L. Powell**, Vice President, Sonoco Protective Solutions - Packaging and Components

"We chose the *Sandler Enterprise Selling* program because it takes our skills to the level necessary for us to outperform our competition in a highly competitive, highly sophisticated market."

-- **Ken Harris**, Vice President, Sales and Marketing, Pelstar LLC/Health-o-meter® Professional Scales

"Why use *Sandler Enterprise Selling*? For DS Smith Plastics, the answer has been obvious – it's given us a common set of tools for progressing a sale to close, a common language to use when in the process of making that sale and above all else a common strategic platform to make the process scalable and repeatable. *Sandler Enterprise Selling* takes the well proven Sandler principles to the next level and can really drive

meaningful change within your organization."

-- **Kevin Grogan**, President, DS Smith Plastics North America

About the Author

**David H. Mattson** is the CEO and President of Sandler Training. He is also a bestselling author, keynote speaker, sales and management thought leader, and global provider for sales training seminars around the world. Mattson first met the famous founder of Sandler Training, David H. Sandler, in 1986, went to work for him in 1988, and was eventually chosen to lead the company.<?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

**Brian W. Sullivan** is Vice President of Sandler Enterprise Selling at Sandler Training. He has extensive enterprise sales, sales management and P&L management experience including sales training and sales process development from his years with The Cap Gemini Group and Xerox Corp. and through his work as an adjunct professor at Loyola University Maryland.

## Users Review

**From reader reviews:**

**Anthony Harrison:**

Have you spare time for just a day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity to get spend your time. Any person spent their very own spare time to take a walk, shopping, or went to the Mall. How about open or maybe read a book allowed Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books)? Maybe it is for being best activity for you. You already know beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with their opinion or you have other opinion?

**Thomas Fleischmann:**

Nowadays reading books are more than want or need but also turn into a life style. This reading habit give you lot of advantages. The huge benefits you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The information you get based on what kind of reserve you read, if you want attract knowledge just go with knowledge books but if you want really feel happy read one having theme for entertaining for instance comic or novel. The Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books) is kind of e-book which is giving the reader erratic experience.

**Pamela Watkins:**

The reserve untitled Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books) is the book that recommended to you to read. You can see the quality of the guide content that will be shown to an individual. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of analysis when write the book, therefore the information that

they share to you is absolutely accurate. You also will get the e-book of Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts (Business Books) from the publisher to make you more enjoy free time.

**Allen Yopp:**

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