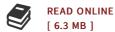# Top 10 Myths of Selling: What Technology Professionals Need to Know to Excel in the Sales Environment

By Jim Omlid

Booklocker.com, Inc. Paperback. Book Condition: New. Paperback. 134 pages. Dimensions: 8.3in. x 5.5in. x 0.5in.This book unveils the most common myths about sales and selling, and shows how believing in a myth undermines teamwork, customer relationships, and ultimately kills sales. Based on a typical solution sales process, the book prescribes specific technical contributions at each stage, and techniques for improved sales demos and presentations. Engineers, consultants and technicians gain understanding of the sales process, and improve their contributions to the sales effort and their performance in the customer environment. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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