

# HIGH STAKES SELLING

## *Taking the Gamble Out of High Tech Sales*

In today's post-Internet market, organizations are lowering their buying and selling costs by conducting a greater portion of their business using fast and efficient e-commerce applications. To avoid obsolescence, traditional salespeople are being forced to pursue more complex, higher dollar sales opportunities that can't be handled by these new, low-cost sales channels.

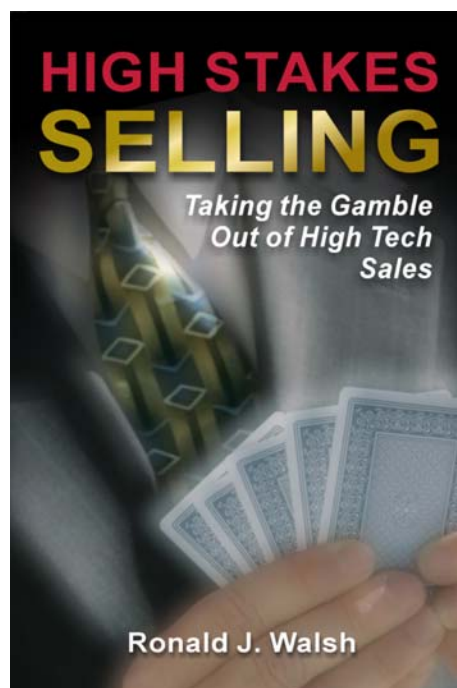
What many are finding is that - like the game of poker - as the amount of money involved with these larger sales targets increases, so do the skills, strategies and resources required to play and win.

**HIGH STAKES SELLING – *Taking the Gamble Out of High Tech Sales*** uses the analogy of poker to describe how the entire buyer / seller relationship plays out at today's high-stakes business tables. It reveals the rules of the buyer's game and how decisions are made for their largest and most critical projects.

### *The Following Is Just Some Of What You Will Learn:*

- ◆ *How to find high-stakes games at the organizations where you sell*
- ◆ *How to get a seat at the table with the powers-that-be*
- ◆ *What vendor rules the buyers use for their largest projects*
- ◆ *How to spot if the deck is stacked against you*
- ◆ *How to win even without the lowest price or the best solution*
- ◆ *Why where you sit and your image at the table are critical*
- ◆ *How to play the player and not the cards*
- ◆ *How to obtain and use critical sales resources*
- ◆ *How to apply sales strategies for avoiding the showdown phase of a sales campaign*

For more information visit  
[www.highstakeselling.com](http://www.highstakeselling.com)



Sales strategy consultant, Ronald Walsh shows you how today's top professional salespeople play and win these challenging high-stakes corporate sales. This innovative new sales book combines the best of consultative, competitive and relationship strategies to give its readers a winning edge.

**HIGH STAKES SELLING** is for anyone that sells high tech products and services to F1000 businesses, governments or educational organizations. It provides a framework and an engaging vocabulary that can be used by every member of the sales team to increase the odds of winning high-risk, high-reward sales games.

The sales process contained within **HIGH STAKES SELLING** also provides management with an ideal coaching tool it can use to track progress and monitor resources used in expensive, high-end sales campaigns.

If you want to take the gamble out of the sales opportunities you are currently pursuing or would like to take your game to a higher level, then **HIGH STAKES SELLING** is for you.