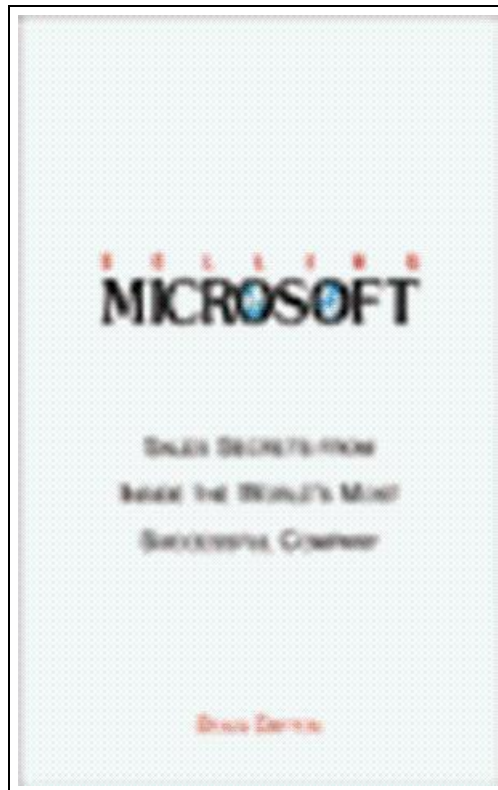


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Adams Media Corp, 1997. Hardcover. Book Condition: New. Dust Jacket Condition: Fine DJ. 2nd Printing. Adams Media Corp 1997 2nd Printing New/Fine DJ In Plastic. Dayton, previously a sales and contract support manager for Microsoft, now heads Client-Centered Training, Inc., whose methods he espouses in his book. The method consists of several steps: identify prospective customers; qualify the possibility of purchase according to need, budget, buying authority, and time; verify that the customers understand why the purchase is appropriate and that the salesperson has addressed all their concerns; then ask the customers for their business. The author reveals little about Microsoft here, other than the "smoke and Windows" technique, a maneuver demonstrating a prototype that was not really functional. Dayton uses his methods for selling technical, high-dollar systems, but a salesperson could apply his methods in part or in modified form to other sales circumstances. Comprehensive, detailed, and motivational, this is recommended for any library with a business collection covering sales. Peggy D. Odom, Texas Lib. Assn., Waco 1997 Review "Selling Microsoft is jam-packed with ideas and techniques that will provide even the most experienced sales professional with new insights into sales success. An absolute "must read" for any sales person that wants to make the big bucks!" -- Dick Swain, Training & Education Manager, AT&T Wireless Services "Whether you are a frontline sales professional or a seasoned sales manager, Selling Microsoft will help you take a fresh look at you selling techniques. A great book!" -- Rodger Baca, District Sales Manager, Federal Express.



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