I.T. Sales Boot Camp: Sure-Fire Techniques for Selling Technology Products to Mainstream Companies

By Brian Giese

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Turn your team into a sales army! Information Technology (I.T.) continues to be the fastest growing sales industry in the world. If you're one of the seven million people worldwide involved in selling I.T. solutions, you need to give yourself an edge. With a full understanding of the challenges unique to I.T. sales, author Brian Giese has perfected the program for turning you and your team into a lean, mean revenue machine. I.T. Sales Boot Camp is your survival guide for any combat scenario. You'll be armed with such techniques as how to: Discover the SECRET value in a technology sale - Capture large buyers and win major deals - Communicate with highly informed, techo-savvy buyers - Adjust to a constantly changing market using advanced technology - Adapt to various needs by closing the GAP with buyers Offering far more than mere "basic training," author Brian Giese gives you a "secret weapon" for pushing sales way over the top and ensuring satisfied buyers every time! BRIAN GIESE is the founder of ITSELLING, a sales training and consulting organization in Bethesda, Maryland. Giese conducts sales and management seminars for world-class I.T. organizations around the world. His I.T. Sales Boot Camp seminar has trained over 20,000 I.T. salespeople, CEOs, and entrepreneurs, including many from Fortune 500 companies. Giese is a recipient of the million-dollar award from the Society of Software Sellers and is a frequent speaker at sales events. Visit www.ITselling.com for more information.

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Review
It's very accurate for today's technology challanges and I found it easy to read as well! -- *David Kotter, Loveland CO*

The concept of selling in an I.T. arena that were taught in the book are great... -- *DS Nichols, May 23, 2003*

This book does a great job of providing a strategic step-by-step plan from A-Z. -- *Dave Sunders, Oxford, England*

You should have this if you want to achieve million dollar quotas. -- *Joihn Wiliams, Little Rock, AK*

About the Author
Inspired. Inspirational. Those two words sum up Brian Giese. Brian's spent over 24 years working in every aspect of the sales and marketing industry—a career about which he is passionate.

Serving as an executive with Novell, Cisco and Agilent Technologies, Brian is a seasoned veteran known for vision, accelerating profitability, and increasing client satisfaction. He fosters a culture of excellence within the walls of his clients and is expert on the how-to's of building executive relationships. And as a result, his clients read like a who's who in the technology marketing world. Brian has served as a marketing and sales performance consultant for IBM, Sun, Oracle, NEC, Dunn and Bradstreet, Salesforce.com, HP, Microsoft, and CA among others.

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