



Winning the Battle for Sales: Lessons on Closing Every Deal from the World's Greatest Military Victories

John Golden

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FROM THE CREATORS OF SPIN SELLING—TRIED-AND-TRUE STRATEGIES TO ARM YOU IN THE WAR FOR SALES SUPREMACY

"I distinctly remember my first VP talking about 'campaigns' and 'targets.' Indeed, successful salespeople have made learning from military tactics an important aspect of their careers. In this engaging read chock-full of practical and richly illustrated examples, John Golden provides strategies that are sure to increase even the most seasoned sales pros' success rates. It's a completely new take on sales education with powerful lessons you'll use to win your own sales battles." -- David Meerman Scott, bestselling author of **The New Rules of Marketing and PR**

"There's no doubt salespeople will profit from the book's focus on besting one's opponent in a battleground much changed by the information explosion of the Internet." -- William Dermody, World/Military Affairs Editor, USA Today

"An innovative and very insightful perspective on what it really takes to win." -- Dave Stein, CEO and founder, ES Research Group, Inc.

"Great sales lessons presented in a really unique and interesting format . . . I recommend it for sales people starting out in the field as well as seasoned pros." -- Chuck Lennon, President, TeamLogic

"A good military strategist is, after all, a salesman, which leads me to believe that a good salesman would make a good military strategist. The author has done an excellent job of showing how those two different communities are in fact very similar." -- Brigadier General Julie A. Bentz, PhDTM



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