



Innovative Team Selling: How to Leverage Your Resources and Make Team Selling Work

Eric Baron

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Sales teams have the potential to do great work.

Most sales teams do not devote enough energy to meeting dynamics and process awareness. The skills related to this are critical components of effective teamwork, collaboration and innovation, both internally and externally. *Innovative Team Selling* places the focus squarely on what will actually make team selling work within organizations large and small. It outlines how to help your teams master new skills in five specific categories: interpersonal, communication, presentation, problem solving, and facilitation. Author Eric Baron also explores the challenging issue of leveraging resources to develop innovative solutions for clients in order to compete effectively in a globalized economy.

- Offers actionable strategies and techniques to improve collaboration, innovation and team processes
- Demonstrates how to put the right members on the sales call, and how to leverage their expertise before, during and after the call
- Explores in depth how teams can work effectively on a day-day-day basis to outperform their competition
- Author Eric Baron is founder of The Baron Group and is a highly acclaimed public speaker and has spoken to hundreds of organizations, trade associations and industry groups throughout his career; he is also an adjunct professor at Columbia Business School where he teaches his very popular course, Entrepreneurial Selling Skills to second year MBAs

Innovative Team Selling shows you how to lead and participate in teams that work together effectively; strategize prior to the client meetings; make successful team sales calls; and debrief honestly to determine how to learn and grow from the experience.

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