

How To Sell Technology

How to Sell Technology Using Technology to Sell The Equation of Sales - A practical Guide to Selling Technology Selling Technology How to Sell Technology Marketing of High-technology Products and Innovations Selling New Technology The Art of Selling IT Technology to Large Enterprises Managing Technology for Corporate Success Drafting Technology Patent License Agreements Selling the Intangible Company Principles of Infrared Technology Transfer of Technology to the Soviet Union and Eastern Europe The Technology Balance: U.S.-U.S.S.R. Advanced Technology Transfer The Technology Balance, U.S.-U.S.S.R. Advanced Technology Transfer, Hearings Before the Subcommittee on International Cooperation in Science and Space Of..., 93-1 & 93-2, December 4, 5, 6, 1973 Issues in Reproductive Technology Technology for the School Librarian Technology Handbook for School Librarians International Library of Technology Industrial Sector Technology Use Model (ISTUM): Primary model documentation Paul R. Dimodica Jonathan London Tim Gibbons Asaf Darr Paul DiModica Jakki J. Mohr James T. Arrow Maan Al Saleh Chris Floyd Michael J. Lennon Thomas Metz John Lester Miller United States. Congress. Senate. Committee on Government Operations. Permanent Subcommittee on Investigations United States. Congress. House. Committee on Science and Astronautics. Subcommittee on International Cooperation in Science and Space United States. Congress. House. Science and Astronautics Committee Helen B. Holmes William O. Scheeren William O. Scheeren Energy and Environmental Analysis, inc

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how to sell technology focuses on a premeditated approach in which sales marketing and strategy are integrated into one outbound revenue capture program this book trains salespeople of all experience levels how to become a peer in the boardroom instead of a vendor waiting in the hallway whether you are just starting your sales career or you are an experienced sales executive the techniques provided in this book will enhance your skills and enable you to communicate value up front find clients shorten your sales cycle present like a pro and close deals

using technology to sell is filled with practical effective techniques to sell more by leveraging the plethora of tools and information in today's world by applying these principles you'll open more doors increase your productivity speed up decisions and close more deals jill konrath author of snap selling and selling to big companies using technology to sell tactics to ratchet up results shows salespeople and sales managers the most effective ways to leverage a variety of technologies to increase sales and gain more customers topics include making the most of cloud based customer relationship management software putting social media to the best use presenting on three continents simultaneously through advanced video conferencing using advanced techniques to gain an information edge over competitors and much more as this book shows while the sales process will remain pretty much the same from now until the end of time technology used properly can increase sales power at every step of the cycle technology in the right hands is a strategic weapon and a competitive differentiation tool that can dramatically improve close rates deal size efficiency total sales and much more using technology to sell will show you how to expand your market through the use of technology employ software as a service saas applications to keep track of customers stay organized present and sell more systematically use social media to increase sales maintain the personal element in a world wired with technology use the best sales methodology and integrate each step with technology overcome any aversion to using technology to sell avoid the trap of overuse or dependency on technology

a practical guide to selling technology the equation of sales is the distillation of more than 20 years of sales experience into practical tools for people selling technology trust x needs x value successful selling trust needs and value are the three things that a sales person must establish with any buyer whether they are selling shoes or aeroplanes people buy from people that they trust people buy something that they need and they buy something that they perceive as valuable if the sales person cannot establish all three generally in that order then they will struggle to sell this book will help you to understand how to establish that trust how to identify those needs and how to demonstrate value to your customer as a result you will make more sales and make more commission the book is mainly aimed at people starting their careers in technology sales it provides the basic tools to decide which customers to try to sell to how to find out what they might need and how to persuade them that your solution is the most effective one for people who have been working in sales for a number of years the book provides great tips and hints and refreshes your knowledge about these things it is not the only sales book you will ever need but it should be the first sales book that you need it provides the foundation for further training and development to help with

that it includes a workbook featuring an example product and sales person plus worksheets for you to complete so that you can immediately apply what you have read to your own product

selling technology offers a look at high tech markets from within through the experience of salespeople purchasing agents and engineers who construct markets for emergent technologies through their daily engagement in sales interactions although sales occupations comprise 12 percent of the american labor force sales work has been a neglected area of study asaf darr s ethnographic exploration of the sales process for standard and emergent technology argues that our cultural stereotypes of sales work and salespeople shaped during the industrial era and through popular images of the yankee peddler and the car salesman no longer apply to the changing nature of sales in an information economy in the high technology settings in which cutting edge artifacts are traded darr finds that sales work deviates sharply from our traditional cultural images the educational level and technical skills of the sales force are increasing sellers and buyers engineers engage in co development and long term collaborative relationships are replacing brief sales encounters a growing number of work tasks and skills previously performed and mastered in the design or production phases have become part of the sale of emergent technology new control mechanisms over the work of the sales engineers are also appearing unlike most ethnographic studies of salespeople which focus on the insurance finance and retail sectors darr s groundbreaking book turns to the daily sales practices of an information economy

this title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

using simple descriptions and entertaining stories this book walks a new technology salesperson through field proven and practical selling processes including sections about account analysis generating leads tactics for selling new technology getting and conducting meetings proposal development closing business many new technology salespeople do not know the 4 elements required to close a sale abbreviated duct and these are described the sales tactics chapter includes the following sections how to prioritize your time average number of sales calls to close a deal for new technology new technology the numbers game duct to make a technical sale nos are better than maybes objections wiifm hunting for the maverick the opposite of love is not hate hunting for clients farming for new technology sales dinner and lunch casual conversations schmoozing selling to vice presidents

the art of selling it technology to large enterprises is a special educational book for it salespeople it is intended to be their reference book to generate more business and to add major value to their trusted customers

focusing on the questions that face top management such as deciding which technologies to invest in and how to manage and exploit them and shaping

management roles to fit technological strategy this text explores these and other key issues in an accessible non technical way

in today's fast paced and ultra competitive high tech environment an effectively managed patent licensing program is a must the second edition of drafting technology patent license agreements shows you how to achieve one this valuable resource covers all of the legal and business transactional issues you are likely to encounter during the drafting and negotiation of patent licensing agreements it guides you step by step through the unique aspects of the implementation of a patent licensing program for computers electronics telecommunications and other industries and it clarifies the issues involved in the enforcement and litigation of these patents you will find incisive legal analysis on complex issues including how to implement an aggressive and well managed patent licensing program how to evaluate a patent or portfolio for licensing how to identify industry segments and select potential licensees how to discuss terms with industry targets how to formulate an effective licensing strategy how to use databases effectively in patent practice how to organize a licensing team how to file a patent infringement lawsuit and many more critical issues like these included with this key resource are 40 time saving forms on the bonus cd rom forms for establishing a new technology company using patented technology confidentiality agreements for a third party vendor third party evaluation or consultant a projected royalty stream analysis a semiconductor technology cross licensing agreement software technology license agreements model licensing and patent agreements for the telecommunications industry and many more

in selling the intangible company thomas metz helps entrepreneurs and venture capitalists to better understand the process of selling a company whose value is strategic he addresses all the key issues surrounding the sale of a company in which the value is in its technology its software and its know how but has not yet shown up on its balance sheet filled with in depth insights and expert advice this book provides essential information for business professionals and technology ceos who need to understand the nuances of selling a company with intangible value

this book is about general infrared ir engineering technology practices and principles as they apply to modern imaging systems an alternative title to this book with appeal to managers and marketing personnel might be everything you always wanted to know about infrared sensors but couldn't get answers on from engineers this book is not meant to be a comprehensive compendium of ir like the infrared and electro optical systems handbook rather it is intended to complement such texts by providing up to date information and pragmatic knowledge that is difficult to locate outside of periodicals the information contained in this book is critical in the day to day life of engineering practitioners proposal writers and those on the periphery of an ir program it serves as a guide for engineers wishing to catch up engineers new to the field managers students administrators and technicians it is also useful for seasoned ir engineers who want to review recent technological developments

a remarkable collection of scholarly essays philosophical discussions and ethical

arguments concerning reproductive choices choice it seems as if every week there is a new case involving reproductive technologies that raises provocative often painful questions what policies should be followed by centers that preserve human embryos are such innovations as norplant improvements over established methods of contraception should r u 486 be available in the u s is prenatal diagnosis an ethically acceptable step to limiting the number of disabled people these are just some of the vital questions explored in this timely work which offers incisive analysis of the plethora of issues raised by advances in reproductive medicine the book s major section cover abortion contraception cryopreservation of gametes and embryos surrogate motherhood and psychosocial issues of in vitro fertilization in each section introductory essays by recognized authorities such as elizabeth bartholet and andrea l bonnickson are followed by critical articles by professionals in such fields as women s health medicine biology sociology politics and philosophy in assessing a technology the authors present well argued analyses of problems created by that technology including views from advocates and practitioners that raise attendant ethical and practical issues

the world of the school librarian has changed significantly over the past ten years with the proliferation of technology into all phases of education this book attempts to address these issues what does a school librarian need to know about technology technology for the school librarian theory and practice is an introduction to all aspects of technology in the school library and provides a starting point for further study of this wide ranging and critically important field the only book that addresses both the theoretical and the practical aspects of the subject technology for the school librarian is organized into 13 chapters describing the most vital topics in technology for school librarians within these chapters school librarians whether practicing or prospective will be introduced to the practical aspects of technology in the school library and presented with a theoretical framework that will allow them to continue their research and learning case studies facilitate understanding as do the study questions included with each chapter

stay current meet educational standards and keep your students coming back again and again by incorporating the latest technologies into your school library both theoretical and practical this book will provide you with a strong introduction to a variety of technologies that will serve you and your patrons well each chapter addresses a different aspect or kind of technology you ll learn essential skills planning and funding techniques and what hardware and software you ll need you ll find plenty of information on creating or maintaining your library s web presence through websites blogs and social networking as well as on various tools that you can use and apply to your curriculum many state standards include technology components and this guide shows you how to meet them and stay up to date you ll also learn what you should watch for in the future so you remain essential to your school

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