



# Bottom-Line Selling: The Sales Professional's Guide to Improving Customer Profits

*Jack Malcolm*

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## **Bottom-Line Selling: The Sales Professional's Guide to Improving Customer Profits** Jack Malcolm

Making the big sale today means more than just dropping off a business card -- salespeople have to know the numbers as well as their customer's needs. This book brings together two hot selling trends -- relationship selling and selling to the top decision maker -- to help salespeople efficiently target and sell to their market. It is not a finance book; rather it is a step-by-step guideline through financial basics with real-world examples. It also teaches contemporary selling concepts such as knowing the customer, building a customer-salesperson relationship, and solutions selling.

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