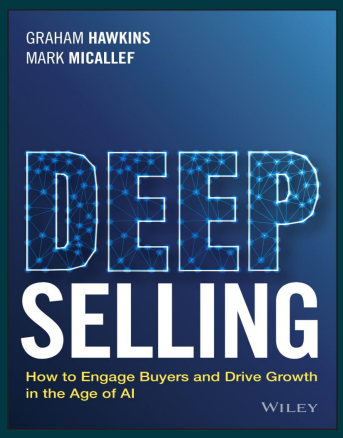
WILEY



eBook - Deep Selling: How to Engage Buyers and Drive Growth in the Age of AI

By Graham Hawkins, Mark Micallef

eBook 9789373321981 ₹- Price

Pages: 336

Description

Deep Selling presents a modern sales model for the digital and AI era, helping sales teams build profitable buyer relationships through data-driven strategies, evolving sales frameworks, and integrating digital tools. It guides organizations to adapt sales execution, culture, and metrics to thrive in a buyer-obsessed marketplace shaped by globalisation, ecommerce, and technology.

About the Author

Graham Hawkins, Mark Micallef

GRAHAM HAWKINS, MBA, founder and CEO of SalesTribe, and co-founder of Qoos.ai; MARK MICALLEF, PHD, digital transformation expert with over 20 years' sales experience.

Table of Contents

Foreword

About the Authors

Introduction

Part I: How the world has changed

Part II: The roadmap to Deep-Selling excellence

Conclusion

Acknowledgements

Notes

To purchase this product, please visit:
https://www.wileyindia.com/ebook-deep-selling-how-to-engage-buyers-and-drive-growth-in-the-age-of-ai.html

Scan to buy