



Heavy Hitter Sales Psychology

Steve Martin

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The biggest challenge facing salespeople today is securing meetings with C-level executives and convincing them to buy. Based upon extensive interviews with more than 500 C-level executives, Steve Martin's *Heavy Hitter Sales Psychology* will help you understand how C-level executives think, how they communicate, and how to adapt your use of language to match executive decision makers'. Martin provides language-based strategies that enable your message to rise above your competitors' and impactful psychological suggestions that compel executives to take action. Inside, you will find expert advice on these topics:

- Strategies and tactics to penetrate the C -level executive's office
- What to say, do, and present in face-to-face meetings with C-level executives
- Building rapport using sales linguistics, the study of how the customer's mind uses and interprets language
- Understanding and anticipating how the C-level mind-set impacts organizational politics and complex decision making
- Extensive real-world examples, illustrations, and exercises help you apply the techniques immediately.

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