



# **Winning Complex Enterprise Sales: A True Story of the Best Campaign Ever...for sales teams, civic and political leaders...Consensus Generation At Its Best**

*Bud Suse*

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Winning Complex Enterprise Sales is an instruction book that details the fundamentals of developing positive consensus among a group of stakeholders involved in complex decisions. The book instructs on the important steps of the complex sales process, which leads to significant improvement in forecasting. Forecasting large opportunity closing is a major concern to salespeople, sales managers and senior executives. Unless a sales team thoroughly understands the expected events and specific phases of a complex enterprise opportunity, forecasting accuracy will suffer. Winning Complex Enterprise Sales details 30 optional events to conduct, the results of which lead to superb forecasting accuracy. Equally important, knowing the required success in specific events of a complex enterprise campaign allows a sales team to know very early whether the campaign will succeed or not. The Cardinal Sin of long, complex sales campaigns is coming in a close second. This book goes a long way to solving that problem.

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