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Amazon.com: [Selling Above and Below the Line: Convince the ...](#) Summary. To be successful, you must manage the stage-to-stage progression of two types of buyers. "Above the line" (ATL) executive buyer (s) focused on past problems (rectifying challenges; "away from pain") & future business outcomes (investing in opportunities; "towards pleasure"). "Below the line" (BTL) user buyer (s) focused on present, technical outcomes.

[Selling Above and Below the Line \(book summary\)](#)
By William Miller, ISBN: 9780814434833, Paperback. Bulk books at wholesale prices. Free Shipping & Price Match Guarantee

[Selling Above and Below the Line \(Convince the C-Suite ...](#)
Title: [Selling Above and Below the Line](#); Author(s): William Skip Miller; Release date: February 2015; Publisher(s): AMACOM; ISBN: 9780814434840

[Selling Above and Below the Line \[Book\]](#)
[Selling Above and Below the Line: Convince the C-Suite. Win Over Management. Secure the Sale.](#) by. William "Skip" Miller. 3.97 · Rating details · 35 ratings · 2 reviews Cost, service, functionality--good salespeople know the value propositions that speak to frontline managers. But there's another crucial player in the buying decision, with an ...

[Selling Above and Below the Line: Convince the C-Suite ...](#)
The User Buyer (Below the Line Buyer) is thinking needs and considering decision criteria, the Above the Line Buyer is more strategic and their consideration for any change is driven by the impact the product/service will have on corporate strategy or business plan, i.e. increase sales by 20%.

[Selling Above and Below the Line | CustomerThink](#)
Selling Above and Below the Line shows you how to appeal to both sets of buyers and sell the technical and financial fit of any product or service. You'll move beyond features and benefits, eliminate the budget objection, ask probing questions about your customer's financial picture, and deliver value propositions that seal the deal.

[Selling Above and Below the Line by William "Skip" Miller ...](#)
In today's episode, Skip discusses ideas from his new book [Selling Above and Below the Line: Convince the C-Suite. Win Over Management. Secure the Sale](#). Listen in to learn more about the difference between above the line and below the lines sales, tools you can use to create an above the line narrative, and what to focus in in above the line ...

[Predictable Prospecting's Podcast: Episode 145: Selling ...](#)
A salesperson who wishes to achieve long-lasting success with a client will learn how to also appeal to top-level executives from an "above the line" perspective.In Selling Above and Below the Line, master sales trainer Skip Miller shows how to simultaneously sell to both the frontline manager as well as the executive who is more concerned with profit/loss indicators such as ROI, time saved, risk lowered, and productivity improved--a strategy used by Google, Apple, Cisco WebEx, and other ...

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But while many of these managers hold the initial decision-making power that can lead to tha... [Below the line promotion. Selling Above and Below the Line](#) comes complete with passionate endorsements. Amacom, 9780814434833, 256pp. Whereas, below the line is operating expenses, interest, and taxes. All the conventional media are included here - television, radio and print media. Listen to ...

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In [Selling Above and Below the Line](#), master sales trainer Skip Miller shows how to simultaneously sell the technical and financial fit of any product or service--a strategy used by Google, Apple, Cisco WebEx, and other powerhouses. Readers learn to:

[Selling above and below the Line: Convince the C-Suite ...](#)
Where homes are selling way above -- and below -- asking price. It's true what they say: real estate is all about location. In some markets, buyers are getting homes at nearly half off the listing...

[Where homes are selling way above, and below asking price ...](#)
Key Takeaways Above the market refers to a price or order that is above the current market price. Common above the market order types include limit orders to sell, stop orders to buy, and stop...

[Above the Market Definition - Investopedia](#)
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Marylou: The cookie is to try to get a synergy between the above the line and below the line early on and that way progress the sale with you being essentially the coach, the consultant, the person that's going to move the sale and advance the sale forward and keep everybody lined up.