Selling High Value Software

John Coburn

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Based on twenty plus years of selling enterprise software solutions, "Selling High Value Software" is about winning deals at the highest attainable value. It covers first-hand tips and techniques that you can use to boost value recognition and sustain it through the most demanding sales cycle. These are ideas and suggestions that will help you through the sales negotiations, due diligence processes and commercial situations that are typical of high value software contracts. Aimed at small and medium sized software companies who develop original intellectual content, the book is a street-fighter's guide to value creation and is beautifully paced throughout it's high-octane 200+ pages.

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