



Whale Hunting: How to Land Big Sales and Transform Your Company

Tom Searcy, Barbara Weaver Smith

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Using the ancient Inuit whale hunt as a metaphor for big sales, *Whale Hunting* gives you a clear nine-phase model for successfully finding, landing, and harvesting whale-sized sales accounts—the kind of sales that transform your business. Here, you'll learn how to turn the dangerous endeavor of selling to large companies and big contracts into a strategy for continued success and growth. Stop wasting time with little accounts and start landing monster accounts.

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