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Whale Hunting With Global Accounts: Four Critical Sales Strategies to Win Global Customers

Dr. Barbara Weaver Smith

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Nothing grows your bottom line faster than new business with your global sales accounts, yet companies like yours are leaving billions on the table.

Your customers are going global — are you?

There's a tidal wave of offshore expansion, and if you're not ready to grow globally with your customers, even your domestic business is at risk.

In *Whale Hunting with Global Accounts*, Barbara Weaver Smith takes **business owners and executives, national and global sales leaders, and large account sales reps** on a deep dive into the four critical sales strategies that will make you winners in competition for global accounts:

Knowledge-Look Deeper * Structure-Get Organized * Process-Beyond Steps * Vision- Lead the Way

The voices of fourteen global sales experts — current practitioners and sales leaders — contribute seamlessly to the narrative for a powerfully multinational perspective. Weaver Smith will teach you how to become a smarter, more insightful, global account team who will win unlimited long-term business.

Expert contributors include Rachel Barger, GM EMEA & Global Head Customer Success and Value Engineering, Lithium Technologies, Zurich, Switzerland; Valerie Bonebrake, SVP, Tompkins International, Raleigh, NC and Kansas City, KS USA; Tiffani Bova, VP, Distinguished Analyst and Research Fellow, Gartner, Los Angeles, CA USA; Melissa Donnelly, VP of Sales, JDA,Dallas, TX USA; Gerhard Gschwandtner, Founder and CEO, Selling Power Magazine and Sales 2.0 Conferences, Fredericksburg, VA, USA; Jeff Hargroves, President, ProPharma Group, LLC ,Kansas City, Kansas, USA; Matt Heinz, President, Heinz Marketing, Seattle, WA, USA; Jill Konrath, Keynote Speaker, Award-Winning Author, Sales Accelerator, Minneapolis, MN, USA; Sid Kumar, Global Head of Inside Sales, CA Technologies, New York, NY, USA; Lisa Magnuson, Founder and Corporate Sales Strategist, Top Line Sales, Portland, OR, USA; Kirk Robinson, SVP Commercial Markets Division & Global Accounts, Ingram Micro, Orange County, CA, USA; Mircea Saracut, Head of Business Development—EMEAA, Symbicore, Cluj County, Romania; Hari Shankaranarayanan, Managing Director, Accenture, New Delhi, India; Dr. Greg Story, President, Dale Carnegie Training Japan, Tokyo, Japan.

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