



Selling To VITO (The Very Important Top Officer)

By Anthony Parinello

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Selling To VITO (The Very Important Top Officer) By Anthony Parinello

Selling to Vito contains all the tactics you need to get appointments with impossible-to-reach top decision-makers. They in fact are the Very Important Top Officers (VITOs), the people with the ultimate veto power who hold the key to bigger commission checks, every sales award you could possibly win, and VITO to VITO referrals that you can take to the bank!

You'll quickly learn how to:

- Get into new accounts at the top
- Keep out of time-consuming log-jams-and into VITO's office
- Promote loyalty at the top with existing customers and capture add-on business
- Increase the size of every sale

Selling To VITO offers innovative new ideas and street-smart tactics for reaching the very top person in any organization. It's based on the seminars that have helped thousands of sales professionals from top corporations like Canon, 3M, Hewlett-Packard, and MCI bust quotas and increase commissions. It can help you, too, by getting you to the right person so you can do what you do best: SELL!

Anthony Parinello is without question the country's foremost expert on getting appointments with, and selling to, top decision makers. This book is the product of his twenty-three years of award-winning sales performance.

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Selling To VITO (The Very Important Top Officer) By Anthony Parinello Bibliography

- Sales Rank: #722529 in Books
- Published on: 1999
- Released on: 1999-09-01
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 5.88" w x 9.50" l, .87 pounds
- Binding: Paperback
- 240 pages



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Editorial Review

Review

"After twenty years of selling, I realize not having this information has probably cost me four million dollars income!" -- *Frank Hayes, Charlotte, NC*

"As a result of implementing Tony's ideas, I won my company's Rookie of the Year award, became the third ranked salesperson in a company of 1,000 salespeople, and emerged as the #1 sales rep in the West." -- *Peter T. D'Errico, Sales Representative*

"Destined to become a widely recommended reference by all sales professionals who are serious about achieving greatness." -- *Tom Hopkins, Author, How to Master the Art of Selling*

"With Tony as your coach and Selling to VITO as your training guide...you'll become unstoppable." -- *Dr. Denis Waitley, Author, The Psychology of Winning*

About the Author

Anthony Parinello is one of the most innovative sales trainers in America today. His passion is in his sales and public-speaking career. When he's not on the speaking platform, you can find Tony with his wife Nancy trekking the Himalayas, scuba diving in Palau, on a photographic safari in Africa, or in any number of other exotic locales. Mr. & Mrs. Parinello live in California.

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