



Service Is Not a Product: The Expert s Guide to Selling Service Agreements (Paperback)

By MR Joseph Siderowicz

Aftermarket Publishing, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Service is Not a Product: Experts Guide to Selling Service Agreements will describe to new and experienced sales, marketing, and management people the keys to success for selling service agreements on technology-based products and systems. Personnel indirectly involved in service sales such as technicians, engineers, administrative assistants and others who work with customers will also find the book beneficial. Readers will learn the unique skills and methodology required to be successful from the industry expert. More than one million sales professionals are actively involved selling service agreements on technology-based products. For many it s a major source of income. In almost all cases it s the major source of profits for their companies. Every product or system manufactured and installed eventually falters or fails. Current product designs that integrate electronics, software, and mechanical devices require repair, retrofits, upgrades, and on-going maintenance. The growing number of products and systems being integrated has created a new category of users with wide ranging service needs. Product applications continue to grow, but for the most part service offerings and service sales strategies remain the same....



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