



Selling To VITO (The Very Important Top Officer)

Anthony Parinello

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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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