



Playing Bigger Than You Are: How to Sell Big Accounts Even if You're David in a World of Goliaths

William T. Brooks, William P. G. Brooks

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The small or mid-sized business' guide to outselling the big boys

Often, small or mid-sized businesses don't think they have the resources or the talent to compete with the larger competitors in their industry. But just because they don't have the advertising budgets or purchasing power of their bigger counterparts doesn't mean they can't play ball. For sales organizations, service matters much more than size.

If your sales business is competing with much bigger fish, the odds are stacked against you. Pressured and powerless, frustrated and overwhelmed, you might be tempted to give up. But smaller businesses often find advantages over their bigger competitors.

- Includes proven tactics to help small businesses tackle bigger competitors
- Author William T. Brooks is also the author of *The New Science of Selling and Persuasion* and *How to Sell at Higher Margins Than Your Competitors*
- Shows you how to steal market share from bigger vendors with bigger resources

Just because your business can't flood the market with salespeople or contend on economy of scale and purchasing power, that doesn't mean you can't compete. The secret is *Playing Bigger Than You Are*.

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