



Mastering Technical Sales: The Sales Engineer's Handbook (Artech House Technology Management and Professional Development Third Edition)

By John Care, Aron Bohlig

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Written to help professionals decode the black art of selling complex, high-value products, this handbook is focused upon improving the methods and skills of those who engage in the technology side of the sales equation.

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Editorial Review

About the Author

John Care is managing director at Mastering Technical Sales LLC. He holds a B.Sc. with honors in chemical engineering from Imperial College, London and is a contributing member of the M.B.A. Advisory Council for the Fox Business School of Temple University, Philadelphia. Aron Bohlig is the co-founder of a strategic and financial advisory boutique focused on internet companies. He earned his MBA from the Wharton School of the University of Pennsylvania.

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