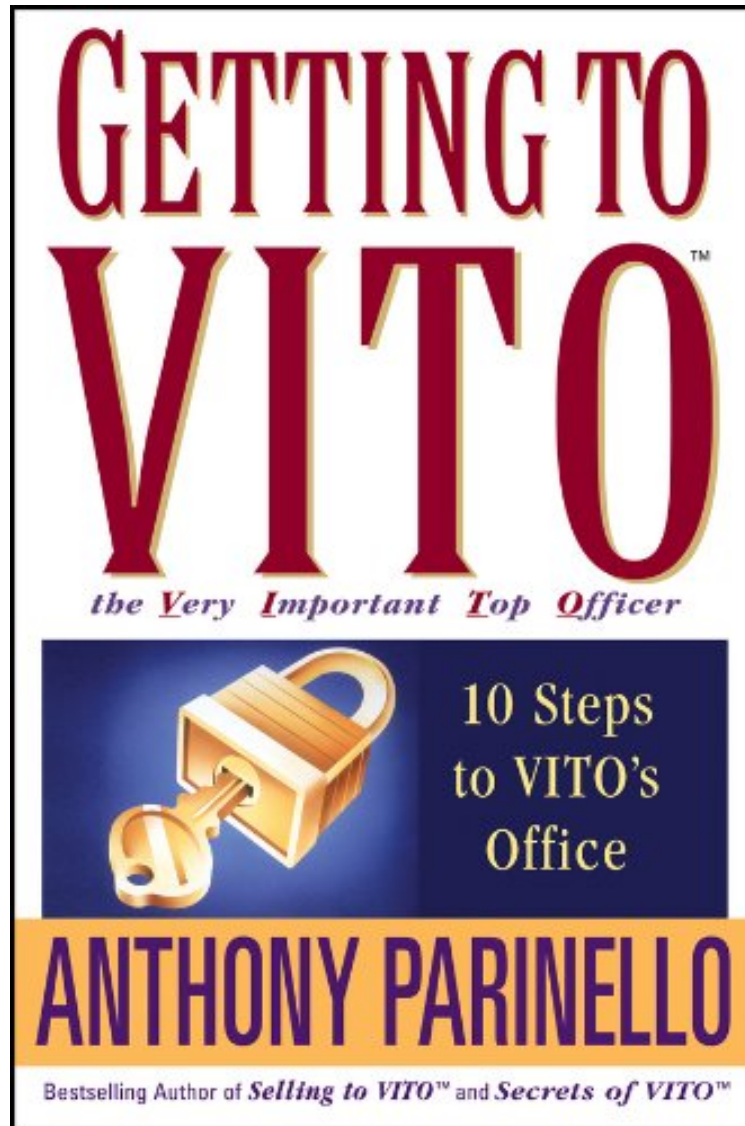


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Getting to VITO (The Very Important Top Officer): 10 Steps to VITO's Office

Anthony Parinello

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The author of the bestseller *Selling to VITO* returns with a 10-step plan for getting to the Very Important Top Officer's top of mind, top of wallet, and top of their "to-do" list Anthony Parinello's *Selling to VITO* introduced salespeople everywhere to the Very Important Top Officer-and taught them the precise steps of how to sell to the person with the ultimate veto power. Now, Parinello returns with *Getting to VITO*, a one-of-a-kind sales resource that offers proven, best-practices advice on how-to get into VITO's head, get into their budgets, and get on their team as a "trusted advisor." Based on Parinello's own extensive sales experience-as well as the experiences of the more than one million salespeople who've studied his VITO process-*Getting to VITO* shows salespeople how to: * Find and pre-qualify the real VITO * Establish real value in VITO's eyes * Cut to the chase with seven different correspondence modalities * Disarm every first-call objection a salesperson may encounter * Deliver the show-stopper "elevator" pitch for every industry * One-on-one coaching from Parinello's own professional coach! Anthony Parinello (San Diego, CA) is the country's foremost expert on selling to top officers. His bestselling book and audiotape program *Selling to VITO (The Very Important Top Officer)* has sold more than 500,000 copies. Parinello's *Secrets of VITO: Think and Sell Like a CEO* was a Wall Street Journal bestseller and his most recent book *Getting the Second Appointment* has been accepted by his following as the new sales process of "choice."

From the Back CoverThe author of the bestseller *Selling to VITO* returns with a 10-step plan for finding VITO and getting his attention "However much you are earning in sales today, this book shows you how to earn twice as muchdash;by getting to VITO faster than you ever thought possible." mdash;Brian Tracy, author, *Getting Rich Your Own Way* "If you subscribe to the theory, as I do, that the most important part of selling is getting in the door to see a decision maker, this is the book you want to read. Nobody does or teaches this aspect of selling better than Tony Parinello." mdash;Warren Greshes, internationally recognized expert on sales and personal improvement, host of the weekly Internet radio show *So Who's Stopping You?* on World Talk Radio "Tony Parinello has done it again! Learn what you need to do to step into the shoes of a professional. Shoes that will take you those 10 steps right into VITO's office." mdash;Tom Hopkins, author, *How to Master the Art of Selling* "Tony shares his knowledge openly, in great detail, sprinkled with his special brand of humor, and with empathy and a deep understanding for what salespeople have to do every single day. I wholeheartedly recommend this book to anyone who sells who isn't currently sitting at their desk with the phone ringing off the hook with more orders coming in than they can possibly handle." mdash;Dave Stein, author, *How Winners Sell*About the AuthorANTHONY PARINELLO started a selling revolution in 1995 by creating his own brand of sales training called *Selling to VITO*, the Very Important Top Officer. Today, a majority of the Fortune 100 and over 1.5 million sales-people have adopted VITO *Selling to land bigger deals in less time. To put Tony on your team, call him at: 1-800-777-VITO.*