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The IT Marketing Crash Course: How To Get Clients For Your Technology Business



Synopsis

The IT Marketing Crash Course will help you grow your technology business. If you provide managed services, web and mobile application development, software development, cybersecurity or network services, this book will show you how to generate more qualified leads and close more sales. What people are saying: “Raj is a superstar marketer whose strategies I’ve followed and written about for years. Now he shares his techniques for success with you in this entertaining book. I’m confident his proven ideas will benefit your business.” - David Meerman Scott, international bestselling author of *The New Rules of Marketing and PR*, now in more than 25 languages “If you need to focus your entire team on what it takes to sell more, give them this book” - Dan Solomon, author of *Media Rules!* and former-CEO of a three-times INC 5000 company “The book dives right into actionable steps to help technology companies win more business.” - Dale Coyner, Founder, Communicast Inc. “Definitive answers to marketing issues that every tech entrepreneur faces. Forget trial and error... this book will shorten your learning curve substantially.” - Duffy Mazan, CEO, Second Venue “Shows how to overcome many of the misconceptions and myths about how to market a technology company. Businesses who use this advice will save millions of dollars in misspent sales costs, and avoid months of aggravation doing things wrong before they get it right.” - Dave Jefferson, CEO, Mojo Live “This book is full of up-to-date marketing strategies and insightful tactics IT companies to generate qualified leads and win new clients. Required reading for anyone looking to grow their technology business.” - Mary Knebel, Vice President, Alarm.com “This is not a book you read once and put away on the bookshelf. You want to read this again, and again.” - Chris Brown, Vice President, Aldebaron “Offers specific ideas that IT entrepreneurs can implement. I especially liked the action-oriented checklists at the end of each chapter.” - Shahid Shah, CEO, Netspective “An educational and timely reference guide for anyone involved (and the many more interested) in keeping up with today’s marketing tactics.” - Irene Lane, President, Greenloons

Book Information

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Customer Reviews

I really appreciated your tip on how to spend your networking time more wisely. When I read that section, I realized I was a member of two network groups which really aren't a good fit when considering the ROI of my time. I also realized that I currently spend the least amount of time with another networking group, but that group actually the perfect ROI fit and where I need to spend most of my time cultivating relationships. I realized being an active group member meant more than just showing up to meetings and talking to people. I love it when I have a light bulb turn on!

I enjoy reading books for work, and this one written by Raj Khera is one of the best I've read. It's a niche part of the marketing industry, though Khera was able to keep things as simple as possible. Overall, Khera is able to explain what you should do - and what not to do-- with your marketing campaigns and how to improve current efforts. After you're done reading the book, "Chapter 13: Your IT Marketing Checklist" and the Foreword are great ways to round off what's learned from the book.

Raj Khera has written an easy to understand marketing primer for IT business owners. This is a particularly effective book for people who don't have a strong sales or marketing background. The book is focused on the IT market, and provides a good mix of concepts and concrete examples. This book is a great how-to guide for IT company leaders who need to grow their business.

I have read lots of book in marketing but none did as good as this book especially on the first part. You might want to skip the social media, blogs etc if you know already know it. What I really love about this book is that it is full example, not just a bunch of idea and theories on how to do stuff but the author give mostly real life example to enforce the concept. Think about a calculus book with lots of example. Other cool stuff is the checklist which can be helpful if you want to refer some of the concept brought upon this book some time in the future. What I did is just copy paste the checklist to my evernote for future reference. To sum'em up, highly recommended for those in tech business or still considering it, mostly B2B, in figuring out a way on how to get more lead and client.

Clear and comprehensive guidance, step by step you'll find how to market your IT services with a focus on educating the customer first before the sales closing.

This is by far the most helpful IT related marketing book out there, and am thankful to have found it. While being fairly new to the IT industry and taking on a Sales Account Manager role and also being in charge of implementing a marketing plan for the business, I have stumbled getting on the right track, however, Raj's e-book opened my eyes and will be a heavily used reference moving forward! I highly recommend for anyone in sales or marketing in the IT business.

I'm a sales trainer and I work in the IT VAR industry. These guys got it right. I enjoyed the book and you can tell the writers have walked the walk. If you sell in the IT field, get this book. Your customers are not often interested in the technical features of what you offer--and this book will show you what else to ask your prospects about.

Raj breaks down his tips in a way that makes tremendous sense yet can sometimes be counter-intuitive. Great and thoughtful logic throughout and clear examples and anecdotes make for easy reading and thorough understanding. Highly recommend for anyone in sales and marketing field, IT and beyond.

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