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Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation (Hardback)

By Mike Schultz, John E. Doerr

John Wiley and Sons Ltd, United Kingdom, 2011. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Conversations make or break everything in sales. Every conversation you have is an opportunity to find new prospects, win new customers, and increase sales. Rainmaking Conversations provides a proven system for leading masterful conversations that fill the pipeline, secure new deals, and maximize the potential of your account. Rainmaking Conversations offers a research-based, field-tested, and practical selling approach that will help you master the art of the sales conversation. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You ll learn how to ask your prospects and clients the right questions, and help them set the agenda for success. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted advisor to your clients during and after the sale. With the RAIN system, you ll be able to: * Build rapport and trust from the first contact * Create conversations with prospects, referral sources, and clients using the telephone, email, and mail * Uncover the...



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