



Empowerment Selling: Stop Selling and Start Fulfilling Your Customer s Needs

By Mark Bornstein

Fjfisher Publishing, United States, 2014. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Empowerment Selling demonstrates the paradigm shift from selling a product or service by having to convince the customer that it s the best product/service (which, at the extreme, would be high pressure sales) to facilitating the customer in a client-generated solution for a successful outcome which helps build collaborative, ongoing relationships-and a long-term sales win/win strategy. We are presenting a powerful approach we call The 3C Principle: Connect. Clarify. Cultivate. The 3C Principle focuses on the essence of this underlying empowerment philosophy for effective sales versus detailed mechanics or formulated scripts and the inference that the seller knows more than the customer.

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