



The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever

By Dale Carnegie

Free Press. Paperback. Condition: New. 304 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Now, for the first time ever, the time-tested, proven techniques perfected by the world-famous Dale Carnegie sales training program are available in book form. The two crucial questions most often asked by salespeople are: How can I close more sales and What can I do to reduce objections The answer to both questions is the same: You learn to sell from a buyers point of view. Global markets, increased technology, information overload, corporate mergers, and complex products and services have combined to make the buyingselling process more complicated than ever. Salespeople must understand and balance these factors to survive amid a broad spectrum of competition. Moreover, a lot of what the typical old-time salesperson did as recently as ten years ago is now done by e-commerce. The new sales professional has to capture and maintain customers by taking a consultative approach and learning to unearth the four pieces of information critical to buyers, none of which e-commerce alone can yield. The Sales Advantage will enable any salesperson to develop long-term customer relationships and help make those customers more successful -- a key competitive advantage. The book includes specific...



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