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Secrets of Selling Services: Everything You Need to Sell What Your Customer Can't See-from Pitch to Close

By Stephan Schiffman

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Secrets of Selling Services: Everything You Need to Sell What Your Customer Can't See-from Pitch to Close, Stephan Schiffman, America's #1 sales trainer delivers the ultimate closer's guide for selling services. Stephan Schiffman is the acclaimed author of The 25 Habits of Highly Successful Salespeople, and other top-selling sales handbooks. In The Secrets of Selling Services, Schiffman applies his proven strategies to help you get the edge in one of the most challenging but potentially rewarding categories in the sales game. Schiffmann arms you with winning ways to price, position, and present business services as products that solve problems—thereby overcoming buyer resistance to committing to products that they cannot see or touch. Whether the product is accounting, legal advice, HR training, sales training, or any other service, you'll learn how to sell more of it in The Secrets of Selling Services. Stephan Schiffman is the founder of DEI Sales, which has trained more than 500,000 professionals in 9,000 companies globally over the past thirty years. He is the author of dozens of books that have sold more than one million copies, including The 25 Toughest Sales Objections-and How to Overcome...



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