



The Essential Sales Guide for Entrepreneurs and Business Owners (Paperback)

By Beverly Flaxington

Outskirts Press, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.If you re an entrepreneur, if you own a business, or if you plan to start one-you re a salesperson, whether you identify as one or not. That can be a scary idea, particularly if you associate the idea of sales with being pushy or aggressive. But the bottom line is that you or someone on your team must sell effectively, in order to take your business to the next level. Sales permeates every aspect of your business, and happens every time you remind a customer why they should do business with you. It involves strategy, focus, and repeatable tactics for success. The Essential Guide to Selling for Entrepreneurs and Small Business Owners is here to help. Veteran coach and consultant Beverly Flaxington shows you that selling is about meeting needs, developing relationships, and leveraging those relationships to build and grow your business. You ll learn how to sell in a comfortable, professional manner to both meet and exceed your current goals. Another fantastic guide for those of us on the unique journey of entrepreneurship. What works for me is the step-by-step process. This...



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