



Sales Techniques (Paperback)

By William T. Brooks

McGraw-Hill Education - Europe, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book. This title presents an effective new sales program for finding new prospects, uncovering their needs, and writing their orders. You are a professional salesperson. And to improve your closing ratio, you must gain access to the right people, at the time they want to hear you, with the message they want to hear - every day. Sales Techniques is filled with insightful, proven concepts, tools, and techniques for delivering superior numbers to your company by first delivering compelling value to your customers. Whatever your product or service, this newest addition to McGraw-Hill's hands-on, results-focused Briefcase Books series will arm you with: step-by-step strategies for successfully implementing the all-new IMPACT Selling System [trademark]; powerful qualifying questions to determine whether someone is a buyer or a tire-kicker; 10 ways to position yourself more effectively; and 6 common but fatal mistakes. While breakthrough success in sales is extraordinarily difficult to achieve, the rules can be remarkably straightforward. Let Sales Techniques introduce you to those rules, and provide you with distinctive, up-to-date ideas and strategies for using them to consistently turn prospects into buyers. Briefcase Books are written...



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Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehend everything using this written e book. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

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