

《(如何识破24个常见销售陷阱)2》

图书基本信息

书名：《(如何识破24个常见销售陷阱)24 SALES TRAPS AND HOW TO AVOID THEM》

13位ISBN编号：9780814471418

10位ISBN编号：0814471412

出版时间：2002-12

出版社：AMACOM

作者：CANADA

页数：188

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

《(如何识破24个常见销售陷阱)2》

内容概要

Based on field-tested and scientifically validated research, this book replaces conventional wisdom with hard facts and an updated approach to sales. The guide uncovers 24 assumptions that lead salesp

《(如何识破24个常见销售陷阱)2》

书籍目录

Preface Acknowledgments INTRODUCTION PRINCIPLE 1: ADOPT AN OUTSIDE FOCUS Sales Trap 1: You Must Be Aggressive to Succeed in Sales Sales Trap 2: You Can Make a Complex Sale Without an Account Champion Sales Trap 3: It's Best to Offer Solutions to Problems You See PRINCIPLE 2: GET THE MOST OUT OF YOUR BEST PEOPLE Sales Trap 4: Rejection Is Failure Sales Trap 5: Academic Studies Aren't Helpful in Real-World Sales Sales Trap 6: Either Salespeople Have It or They Don't PRINCIPLE 3: TRAIN EFFECTIVELY Sales Trap 7: It's the Content of the Skill Training That Matters Most Sales Trap 8: Beginners Should Start With Comprehensive Training PRINCIPLE 4: CREATE VALUE Sales Trap 9: You Won't Make the Sale Unless You Reach the Decision Maker Sales Trap 10: Rank Decision Criteria Relative to Competitors Sales Trap 11: Providing Information About Products and Services Creates Customer Value Sales Trap 12: You're Selling Value Versus Price Sales Trap 13: Lower Your Price to Make the Sale Sales Trap 14: It's Possible to Sell Anything to Anybody Sales Trap 15: Offer Solutions Early Sales Trap 16: Let the Customer Control the Sales Call Sales Trap 17: The Purpose of Questions Is to Persuade Someone to Do Something Sales Trap 18: A Skilled Salesperson Doesn't Need to Plan Sales Calls PRINCIPLE 5: FOCUS ON FEEDBACK AND LEARNING Sales Trap 19: Sales Skill Training Is Enough to Solve Selling Problems Sales Trap 20: If You Generate Sales Activity, You'll Close More Sales Sales Trap 21: Top Performers Are the Best Teachers Sales Trap 22: Sales Managers Are Good Coaches PRINCIPLE 6: USE THE INTERNET Sales Trap 23: The Internet Has Changed Selling Sales Trap 24: The Internet Will Replace All Consultative Salespeople EPILOGUE Notes Index About the Author

《(如何识破24个常见销售陷阱)2》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu000.com