

《销售指南Selling For Dummies》

图书基本信息

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内容概要

在线阅读本书

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want.

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作者简介

Tom Hopkins is the epitome of sales success . A millionaire by the time he reached the age of 27 , Hopkins now is Chairman of Tom Hopkins International , one of the largest sales-training organisations in the world .

Thirty years ago , Tom Hopkins consid

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书籍目录

IntroductionPart I : The Art of Selling Chapter 1 : You Don ' t Need a Uniform or a Fancy Suit Chapter 2
: The Seven-Step Selling Cycle Chapter 3 : Enjoying Selling as a HobbyPart II : Preparation Is the Key Chapter
4 : Knowing Your Market Chapter 5 . Knowing What You Sell Chapter 6 : Using Technology to Your
AdvantagePart III : The Anatomy of a Sale Chapter 7 : Finding the People Who Want What You Sell Chapter 8
: Making Appointments the Easy Way Chapter 9 : Finding the Best Way to Proceed with the Client Chapter 10
: The Pitch : Presenting Yourself and Your Offering Properly Chapter 11 : Addressing Customer Concerns
Chapter 12 : Easing the Sale to a Close Chapter 13 : Referrals : The Best Way to Grow Your BusinessPart IV
: Growing your Business Chapter 14 : Following Up and Keeping in Touch Chapter 15 : Using the Internet to
Make More Sales Chapter 16 : Managing Your Time for Optimum EffectPart V : you Can't Win Them All
Chapter 17 : Staying Positive Chapter 18 : Setting Goals to Stay FocusedPart VI:The Part of Tens Chapter 19
: The Ten Biggest Sales Mistakes Chapter 20 : Ten Ways to Improve Your Selling Chapter 21 : Ten Ways to
Become a Master Practitioner Chapter 22 : Ten Characteristics of Winners Chapter 23 : Top Ten Tips for Sales
Success Chapter 24 : Ten of the Best Web Sites for Sales ProfessionalsIndex

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