

图书基本信息

书名：<<大人物销售智慧：销售福利战略、说服的秘密与成功常识(英文原版进口)>>

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内容概要

Steve Martin introduced his innovative sales system in *Heavy Hitter Selling*. That book showed you how to become a Heavy Hitter—that special seller who doesn't just succeed, but succeeds wildly. And it showed you that the key to sales success is in learning how people think and communicate, how they make decisions, and how to use science-based tactics and techniques to persuade them. Now, as a follow-up to that successful sales primer, comes *Heavy Hitter Sales Wisdom*, a book of insight from some of the world's heaviest hitters of all time—from Sun Tzu to George S. Patton, Jesus Christ to Siddhartha Gautama. But what do all these famous figures have to do with sales? Just like the best Heavy Hitters in sales, they were masters of strategy, persuasion, and commonsense judgment. Those salespeople who successfully master the three roles of strategist, persuader, and sage of common sense become true Heavy Hitters. They exceed quotas, close the biggest deals, make tons of money, and enjoy themselves in the process. *Heavy Hitter Selling* taught you how to join the ranks of that sales elite. *Heavy Hitter Sales Wisdom* offers a bracing jolt of motivation, effective strategy, and hard-earned wisdom to help solidify your status as a Heavy Hitter. *Heavy Hitter Sales Wisdom* neither oversimplifies the art of selling, nor overanalyzes the minute details of sales strategy. It provides even experienced sales professionals with state-of-the-art sales strategies, truly enlightening wisdom, and a uniquely entertaining approach to sales. It condenses the teaching of some of the greatest military and political leaders into a healthy serving of strategy and tactics for those of us who want to plan and win the big sales battles —against the competition in the marketplace and against customers themselves. And it's especially useful for those professionals in complex or business-to-business sales who must penetrate bureaucracies, influence key decision makers, and tailor their products to fit their customers' specific needs. This book teaches sales strategy, persuasion skills, and common-sense tactics based on the wisdom of some of the greatest figures in history—the original Heavy Hitters. If you want to win more sales and become a Heavy Hitter yourself, this wise, practical resource guides your way with advice from some of the most influential people of all time.

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