

<<销售指南Selling For Dummies>>

图书基本信息

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内容概要

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.

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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