

## <<成功销售秘诀SCIENCE OF S>>

### 图书基本信息

书名：<<成功销售秘诀SCIENCE OF SALES SUCCESS>>

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### 内容概要

What's the secret to becoming a top-performing sales professional? Chances are, the most successful ones you know have the greatest number of long-term customers. Once upon a time, clinching those high-profit customers and orders meant investing in many sales calls over months or years before you could hope to achieve that pinnacle of sales success, relationship selling. But what if you could fast-forward the sales process to get prospects and new customers to act like long-term, satisfied regulars? The Science of Sales Success will enable you to do just that. You'll learn how to fulfill customers' expectations measurably better than your competitors can, and improve your closure rate and profit level in what will feel like the speed of light. Here, an award-winning sales maverick, Josh Costell, reveals a uniquely quantifiable and refreshingly sensible method for achieving the perfect win-win sales situation. It lets you measure--in specific financial terms--the value your customers will receive from meeting their goals through buying your products or services. By developing an approach that treats selling as a science, Costell skyrocketed from rookie salesperson to national sales manager of a Fortune 500 company just three years out of college. And by applying his scientific selling system, MeasureMax (short for "Measure to Maximize")--which can accommodate different customers' and salespeople's styles--any salesperson can duplicate success on a planned, routine basis and become a bona fide sales superstar. This systematic approach to selling was honed through Costell's relentless challenging of traditional sales assumptions while observing more than one thousand sales calls worldwide. Based on the premise that customer knowledge is the source of sales power, it begins with selecting your customers and opportunities, rather than simply reacting to requests for information and proposals. It involves researching the value your customers are seeking, and coordinating that with what you can provide--better than your (continues on back flap)

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### 作者简介

JOSH (OSTELL) founded Applying Knowledge Systems, a consulting and training firm for sales professionals, in 1998, after twenty years of successfully applying his "selling is a science" system. Starting out as a rookie salesperson at MCC Powers (now Si

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