

<<如何应对难对付的客户>>

图书基本信息

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内容概要

Why put any effort into trying to sell to stubborn, obnoxious, and belligerent customers (SOBs)? Most sales trainers don't even mention them: they only amount to about ten percent of your client base, and it's much easier to sell to people who are friendly, likeable, and reasonable, right? Wrong! As salesman extraordinaire Dave Anderson points out in *How to Deal with Difficult Customers*, ten percent of your business adds up to a very large amount of money over the course of a career, and you're going to have to work with SOBs whether you like it or not. If you don't earn their business, your competition will. And, here's the big surprise: once you've gained the trust of your really difficult customers, they become your most loyal and supportive clients, giving you plenty of repeat business and showering you with referrals.

In this one-of-a-kind guide, you'll discover that SOBs are made, not born, and you'll learn how to win over the customers who make most salespeople want to run away screaming. Anderson explains the seven major factors that turn normal customers into SOBs, most of which involve previous experiences with salespeople who lacked the skill, knowledge, or motivation to serve them well.

Next, you'll find ten simple strategies proven to transform any SOB into a sweet and cuddly pussycat who can't wait to close the deal. You'll learn how to: Understand and use the ten truths about SOBs Take the fight out of the sales process Face and finesse the SOB "quadruple threat" Shovel the piles while they're still small Create a cult that the SOB is dying to join Generate "buy today" urgency Read an SOB's mind How to save a deal after you think you've lost it And much more So, the next time you're struggling with a grumpy, cranky, whiney SOB, you won't have to just stand there wondering, "How can I sell to this jerk?" With the can't-miss strategies you'll find in *How to Deal with Difficult Customers*, you'll turn that sourpuss into a sweetheart, close the deal in no time, and find yourself eager to take on the next tough customer.

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