

<<销售指南Selling For Dummies>>

图书基本信息

书名：<<销售指南Selling For Dummies>>

13位ISBN编号：9780470512593

10位ISBN编号：0470512598

出版时间：2007-11

作者：Ben Kench

页数：390

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<销售指南Selling For Dumm>>

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

书籍目录

Introduction
Part 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 Hobby
Part II : Preparation Is the Key Chapter 4 : Knowing Your Market Chapter 5 . Knowing What You Sell Chapter 6 : Using Technology to Your Advantage
Part 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 Business
Part 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 Effect
Part V : you Can't Win Them All Chapter 17 : Staying Positive Chapter 18 : Setting Goals to Stay Focused
Part 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 Professionals
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>