

<<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

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页数：390

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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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