

<<销售大赛>>

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内容概要

If the process of buying and selling makes the world go round, then why does it have such a lousy reputation? Customers are wary of those who come selling, and salespeople have become embarrassed by their roles. Reversing this trend means adopting a new mindset, different processes, and fresh disciplines. In *Championship Selling*, three of North America's most respected sales leaders offer a powerful, yet remarkably simple, vision of what it means to sell, as well as innovative techniques and tools for establishing mutually productive relationships with customers.

Most selling today is the same as it has always been — transactional. That is, the salesperson tries everything to get a foot in the door, follow their own agenda, close the deal and move on. However, transformational selling focuses on listening to, and working with, the customer to build enduring relationships that are valuable to both parties, and last far beyond the first transaction. *Championship Selling* portrays sales as a complex, vital, ongoing process, and outlines techniques and exercises to help salespeople, and their companies, evolve from a transactional mentality to a transformational one, for better long-term results.

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作者简介

Tom Blake: Founder, President & CEO of Optim é International, Tom Blake has nearly three decades of experience in leadership, development and sales, including 18 years with Procter & Gamble. Tom ' s blend of candor, enthusiasm and inspiration has helped nu

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