

<<销售的秘密>>

图书基本信息

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作者：Kelley Robertson

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## 内容概要

“ Finally a book that really does Keep It Simple. The Secrets of Power Selling is for anyone just starting their sales career as well as for seasoned sales professionals who are always looking to improve their skills. This is the reference guide for what it takes to have a successful sales career. With the changes happening in the workforce, our ability to sell ourselves becomes more and more important; Kelley has given us a tool to give us that edge. ” —Deane Parkes, CEO, Preferred Nutrition

“ If you ’ re a business professional, The Secrets of Power Selling is a must read. The most powerful aspect of this book is that it distills over 17 years of successful sales and business experience into bite-sized chunks of powerful advice that you can read in short time frames. I give it my five-star rating. ” —David Frey, Author, The Small Business Marketing Bible

“ Wow! 101 no B.S. ideas any sales person can use immediately to produce results! Each one is a gem. I wish the people who sell for me did all these. ” —Michael Hepworth, President, Results Exchange Inc.

It ’ s competitive out there and there ’ s a lot expected of you in terms of results. But sales calls can be stressful, closing sales is not always easy, and hitting your sales targets month after month is difficult and frustrating. You don ’ t get much formal training and it ’ s impossible to find the time to improve your sales skills yourself. Besides, where would you even begin? Start with The Secrets of Power Selling! Its 101 quick tips are packed with great stories and practical advice that you can immediately put into action to help improve your sales results. Tips range from A to Z (okay, A to W!) on topics such as planning, setting goals, maintaining your health, developing your confidence, using free offers effectively, the importance of your personal appearance, and much, much more.

Whether you are new to selling, an experienced veteran, a business owner or entrepreneur, or a sales manager training, supervising, and coaching a team, you will learn valuable tips that will help you increase your sales and earn more money.

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