

<<销售狐狸>>

图书基本信息

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内容概要

Jim Holden's Power Base Selling went far beyond the simple art of persuasion and turned good sales-people into great ones. Now Holden introduces the next step in the salesperson's professional evolution. Power Base Selling established the process for effectively engaging and defeating competition; The Selling Fox will show you how to fully execute that process. You'll not only fend off the competition; you'll de-install them from accounts, becoming the ultimate sales performer--the Selling Fox.

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