

<<新销售演说>>

图书基本信息

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内容概要

"New Sales Speak is the first book on the vital marriage of persuasive selling techniques and crucial speaking skills." -Harvey Mackay, author of the New York Times bestseller *Swim with the Sharks Without Being Eaten Alive*

"An incredible book on sales effectiveness! You can learn how to release your brakes and step on your accelerator toward higher sales." -Brian Tracy, Brian Tracy International

"Terri Sjodin is one of the country's top sales trainers, and her book, *New Sales Speak*, is a must-read for anyone in sales or sales management. Now, the Second Edition is here and it's even bigger and better! I highly recommend it." -Roger Dawson, author of *Secrets of Power Negotiating*

"This book gives you real-world knowledge that you can apply every day. The new chapter on elevator speeches alone is worth the investment." -Eric Worre, cofounder, Better Life Media

Written for anyone who gives presentations, *New Sales Speak, Second Edition* identifies the nine most common mistakes people make when presenting and shows you how to avoid them. Inside, you'll learn how to:

- Build and deliver a presentation that is persuasive rather than just informative
- Make the best use of your allotted time and craft interest-generating elevator speeches
- Just say "No!" to boring PowerPoint presentations
- Transform fear into energy-and more!

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作者简介

TERRI SJODIN, is a full-time professional speaker and business trainer who gives presentations to thousands of people annually. While an undergraduate at San Diego State University, she was picked as the sixth best college persuasive public speaker in the

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