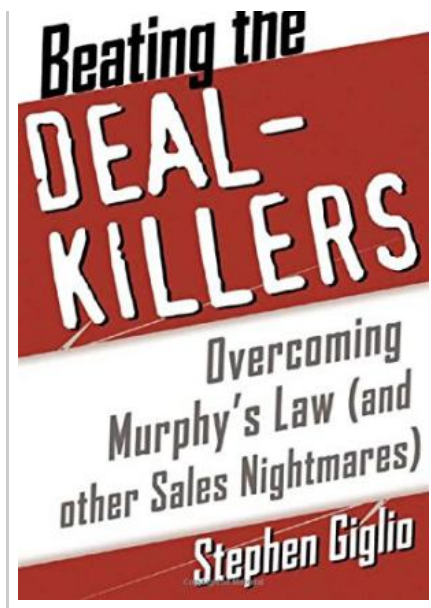


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Beating the Deal-Killers: Overcoming Murphy s Law (and Other Sales Nightmares)

By Stephen Giglio

McGraw-Hill Education - Europe, United States, 2002.

Paperback. Book Condition: New. 212 x 140 mm. Language:

English . Brand New Book. What can go wrong will, in life and

in sales. In Beating the Deal-Killers, sales consultant and coach

Stephen Giglio identifies the key Murphy s Laws of selling -

things than can go wrong, and often do, in sales presentations

and client meetings. He shows how to turn Murphy s Laws

around by anticipating problems, handling them deftly when

they happen, and making the sale every time. Part basic selling

strategy, part troubleshooting guide, Beating the Deal-Killers

walks readers step-by-step through every stage of the sales

meeting, from first contact with the client and the initial

assessment of his needs to making the close and following up.

A sales consultant to leading companies including American

Express and Citicorp, Giglio anticipates what can go wrong

and offers tips, pointers and sound advice for turning potential

problems to your advantage. Grounded in common sense, with

a real-world approach to the tough job of selling, Beating the

Deal-Killers takes as its premise that people buy people first

and products second. It shows: How to win over a reluctant or

unfriendly client; How...



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Reviews

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