



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...



READ ONLINE
[7.4 MB]

Reviews

I just began looking over this pdf. It is one of the most amazing pdf i have study. I discovered this book from my dad and i recommended this pdf to understand.

-- **Merritt Kilback II**

Good e book and useful one. I have got read and that i am confident that i will likely to go through once more again later on. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Angela Blick**

See Also



ESL Stories for Preschool: Book 1

Createspace, United States, 2013. Paperback. Book Condition: New. 212 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****.A big attractive colourful book for ESL beginners, aged 3 to 5. It contains 5 illustrated stories written specifically for...



Coralie

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library's Classic Books and help support our free internet library of downloadable...



The Range Dwellers

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library's Classic Books and help support our free internet library of downloadable...



Finally Free

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Its been four years since Malakais death, and Kinara couldnt be happier. She and Amir are married...



The Poor Man and His Princess

Mark Martinez, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Poor Man and His Princess is a children's short story about unconditional love, and the connection made...



I Wish My Teacher Knew: How One Question Can Change Everything for Our Kids (Hardback)

The Perseus Books Group, United States, 2016. Hardback. Book Condition: New. 210 x 140 mm. Language: English . Brand New Book. One day, third-grade teacher Kyle Schwartz asked her students to fill-in-the-blank in this sentence: I wish my teacher knew . The...