

Textbook of salesmanship.

McGraw-Hill - Textbook Salesmanship

The Plan of the Textbook

- ❑ The role of the sales force in the firm's marketing efforts
- ❑ The social, ethical, and legal issues in selling
- ❑ Why people and organizations buy what they do
- ❑ Verbal and nonverbal communications
- ❑ The importance of knowing your products and your competition's products
- ❑ An in-depth discussion of the selling process
- ❑ Self, time, and sales territory management
- ❑ Important functions of sales management

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Description: -

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Textbooks and Salesmanship

Content is practitioner, versus theory-driven 3.

The Power of Selling

She is a senior marketing executive with over twenty-five years of sales, marketing, and branding experience. Illustrations, Index, if any, are included in black and white.

tech.radiozamaneh.com

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Textbook of salesmanship, (Book, 1941) [tech.radiozamaneh.com]

A graduate of the Neuro-linguistic Programming Institute, the same science that catapulted Tony Robbins to stardom, Somma breaks down the components of the sales gene and teaches you the nuances of body language, vocal intonations, word choice and microexpressions that lead to rapport, trust, likeability, and long-term relationships. Specialty: crafts and childrens books, history, current events, politics, books covering wide range of topics. AbeBooks, the AbeBooks logo, AbeBooks.

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