



Insight Sales (Retail): Get SMARTER. Get the SPICE3

By Dr. Gary R. Ford

Insight Publishers. Paperback. Condition: New. 374 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. Insight Sales (Retail) If you are a retail sales person, a salesperson working in any sales environment where customers come to you, or if you are about to become one, then this book is for you. If you are a retail sales manager that needs a sales process to teach to sales team members, this book is for you. This guide shows the sales approach and skills used by the best sales people in today's market place, those who succeed and excel whether the economy is hot or cold. Traditional sales methods such as persuasion, information giving, relationship building and consultative selling no longer work as they once did. Older sales approaches are no longer adequate in today's economic environment where customers are so cost oriented, have so many retail suppliers to choose from, where on-line suppliers are just a click away, and when competitors all assert lowest price. Sales people who rise to the top are those that intuitively challenge their customers to new insights. This is a book addressing the strategy and tactics of insight sales where the sales person uses a listening process that deepens...



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