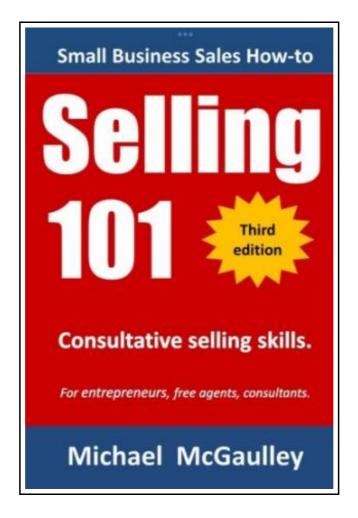
Selling 101: Consultative Selling Skills: For New Entrepreneurs, Free Agents, Consultants



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Reviews

A really wonderful book with lucid and perfect reasons. This can be for all who statte there was not a worth reading through. You are going to like how the author write this book.

(Dr. Grady Jacobi DDS)

SELLING 101: CONSULTATIVE SELLING SKILLS: FOR NEW ENTREPRENEURS, FREE AGENTS, CONSULTANTS



CHAMPLAIN HOUSE MEDIA, United States, 2013. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. This third Edition of SELLING 101 is drawn from the selling skills training courses and sales how-to books the author developed for top marketing organizations. It is intended for sales people with some experience. Ideal for sales meetings and continuing OJT. SELLING 101 is a sales book designed to provide practical sales how-to guidance on the kind of consultative sales and selling skills useful to both beginners and experienced sales people looking for fresh ideas and the kind of selling skills how-to training provided in the sales universities of top sales and marketing organizations. Selling face to face is a main focus of this sales book, as is using a consultative sales approach. SELLING 101 also provides the practical sales how-to guidance needed as more and more people are setting up new businesses, or shifting to self-employment as consultants, free agents, free lancers, and new entrepreneurs. Among the topics covered in this sales book: Sales prospecting for locating viable prospects. Getting past gatekeepers and screens. Using the phone to intrigue prospects into granting appointments. Making face to face sales calls. Using a consultative selling approach to build the prospect s awareness of needs, then make the case for how the product or service will best fill those needs. Handling objections and questions. Closing the sale. Following up after the sale. PART ONE: LOCATING PRIORITY PROSPECTS 1. Creating Your Prospect List - Checklist to trigger thinking -Summary/action plan 2. Setting Priorities Among Prospects - How to fail: spread yourself too thin - Criteria in setting priorities among potential prospects PART TWO: LOCATING AND GETTING THROUGH TO THE APPROPRIATE DECISION MAKER 3. Finding the Person or Team...

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