



7 Steps to Super Selling

By Prem P. Bhalla

Goodwill Publishing House, New Delhi, India. Softcover. Book Condition: New. Selling is no longer what it used to be for the primitive man. It is not that the village marketplace has been dispensed with. It continues with greater vigour and new products and services. It has only grown larger. Even in the larger cities, we see the village marketplace in the form of flea markets. The retail store too continues to serve humanity. However, taking advantage of economies of scale and price, we see retail chains dominating the scene all over the world. Selling is no longer moving goods or services from the producer to the consumer. With time, procedures have been streamlined, organisations have been strengthened. There is no scope for any lapses because that CQ' Id affect a large number of people. Marketing has become a much specialised field where great attention is given to customer preferences, likes and dislikes. The market environment too is equally a matter of concern, and efforts are consistently made to make them conducive for sale of particular products and services. With wide-scale computerisation and use of email and the Internet, selling has become hi-tech with access to stores available 24 hours every day of...



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