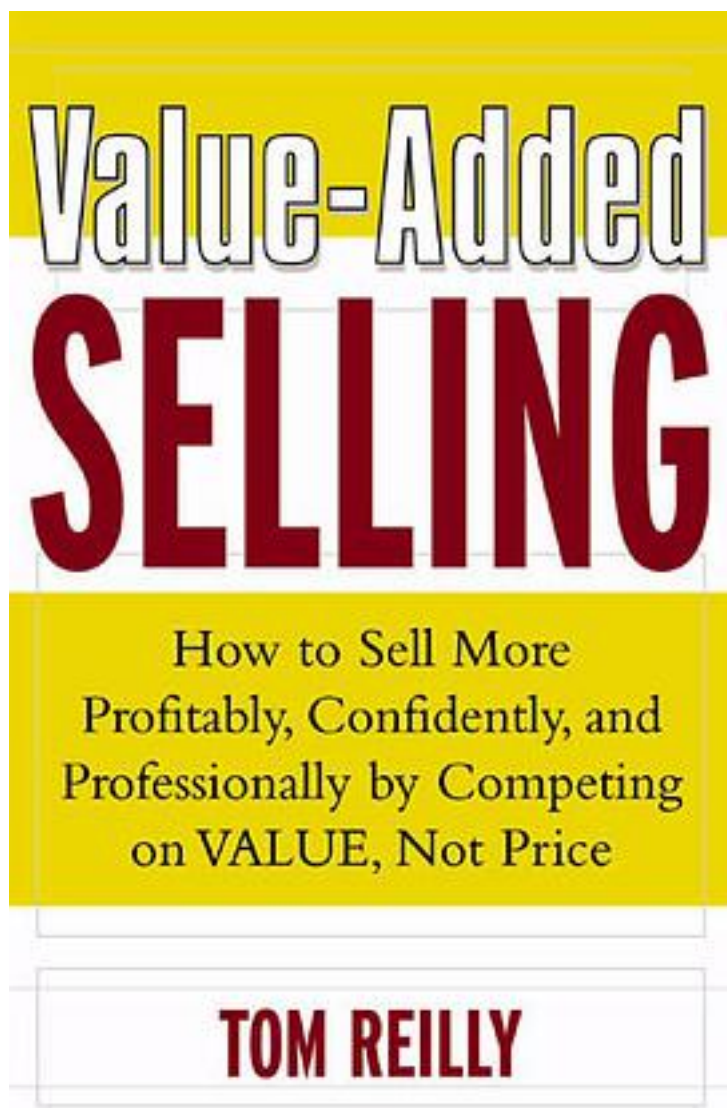


Value-added Selling



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出版者:McGraw-Hill Trade

出版时间:2002-11

装帧:HRD

isbn:9780071408813

In a marketplace too often focused on price, "Value-Added Selling" provides sales professionals with a market-proven approach for selling customers on the inherent value of a product. Based on a value-selling model proven to work across industries and product lines, this step-by-step book explains how to define value in the client's terms, orient a pitch to fit the client's needs, and close the deal. It gives sales pros the tools and confidence they need to - now and forever - deemphasize price in the selling equation.

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