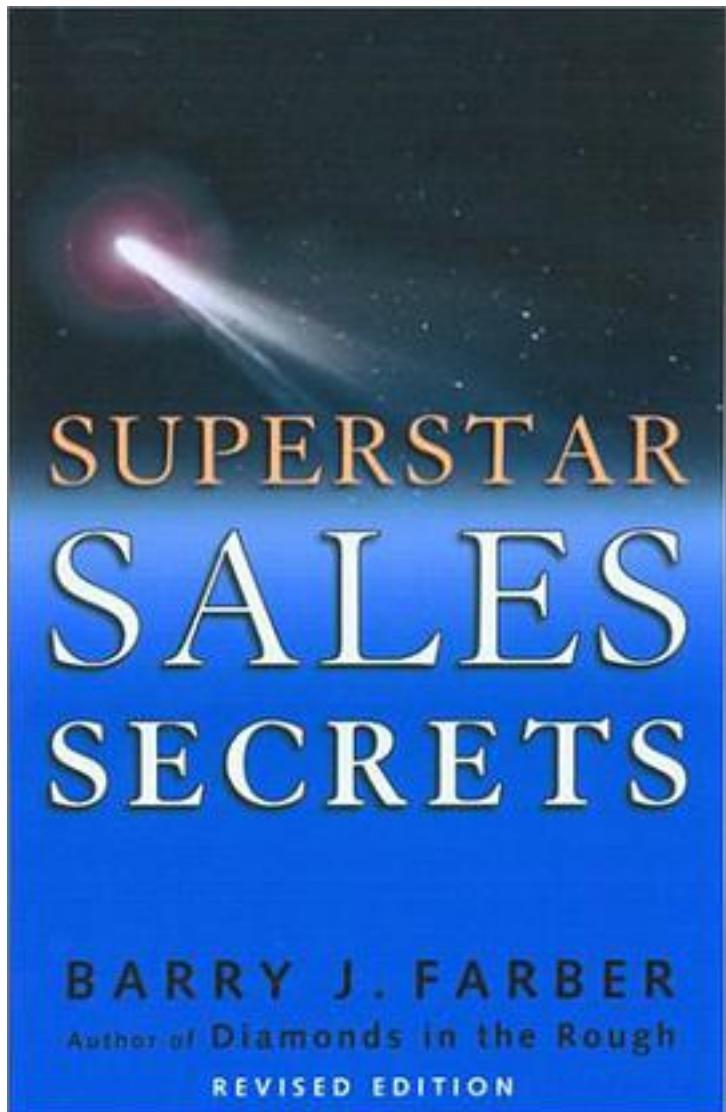


Superstar Sales Secrets



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著者:Farber, Barry J.

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The world of sales is not what it used to be. Customers are more sophisticated -- they demand not only quality products, but beyond-the-call-of-duty customer service and ongoing relationships as well. Today's sales professional must demonstrate honesty and integrity and reach a high level of competency in building rapport and understanding the customer's needs and wants. Superstar Sales Secrets is a comprehensive guidebook for beginners as well as a concise reference for the seasoned pro. It cuts away all the fluff and "theory" of selling and gets right down to the core skills that every salesperson needs to know. This revised edition covers every step in the sales cycle, from staying motivated to prospecting for new business, making powerful presentations to the follow-up after the sale, and taking advantage of today's technologies to building stronger relationships with customers.

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