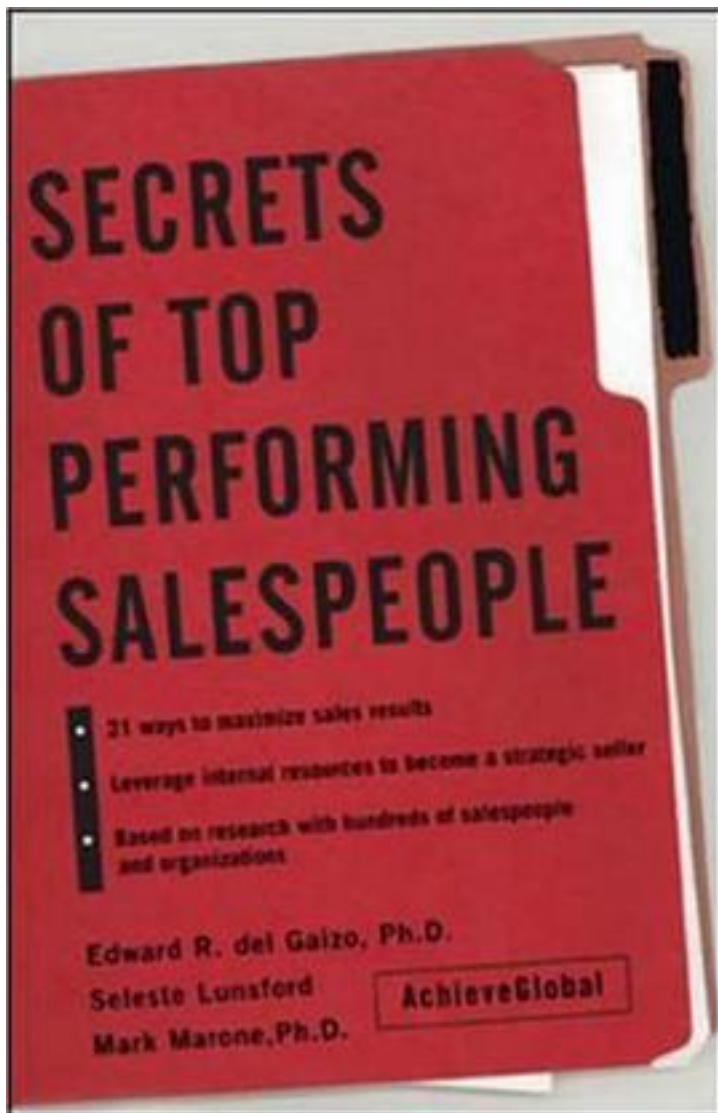


Secrets of Top-Performing Salespeople



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This is a no-nonsense coursebook on the rules of effective selling, from the top ten-percenters who profit from those rules every day. In study after study, top sales professionals demonstrate the ability to step outside of their own skins and view each contact through the eyes of their customers. They also reveal, to a person, how they must continuously work and learn to maintain their competitive edge! "Secrets of Top-Performing Salespeople" features well-researched, market-proven strategies you can use to hit the top of your organization's sales charts by understanding today's tools of technology, seamlessly addressing customer indifference and objections, and relentlessly focusing on the needs of your customer - in every way, at every level, and at each critical contact point. 'If you've been grappling with how to boost the effectiveness of your sales team, "Secrets of Top-Performing Salespeople" will help you evaluate where in the sales process you need to focus your attention for maximum sales results' - Sharon M.Daniels, President and CEO Communispond. 'Every chapter contains nuggets of sales wisdom distilled down to their essence - what a salesperson must do, why it matters (to the customer and the salesperson), and how it should be done' - Howard Kamens, Vice President, Marketing Cookson Electronics Equipment. "'Secrets of Top-Performing Salespeople" nails it right on the head' - Bill Rody, Sr., Assistant Vice President, Customer Relationship Management, Quality & Training, Union Pacific Railroad.

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