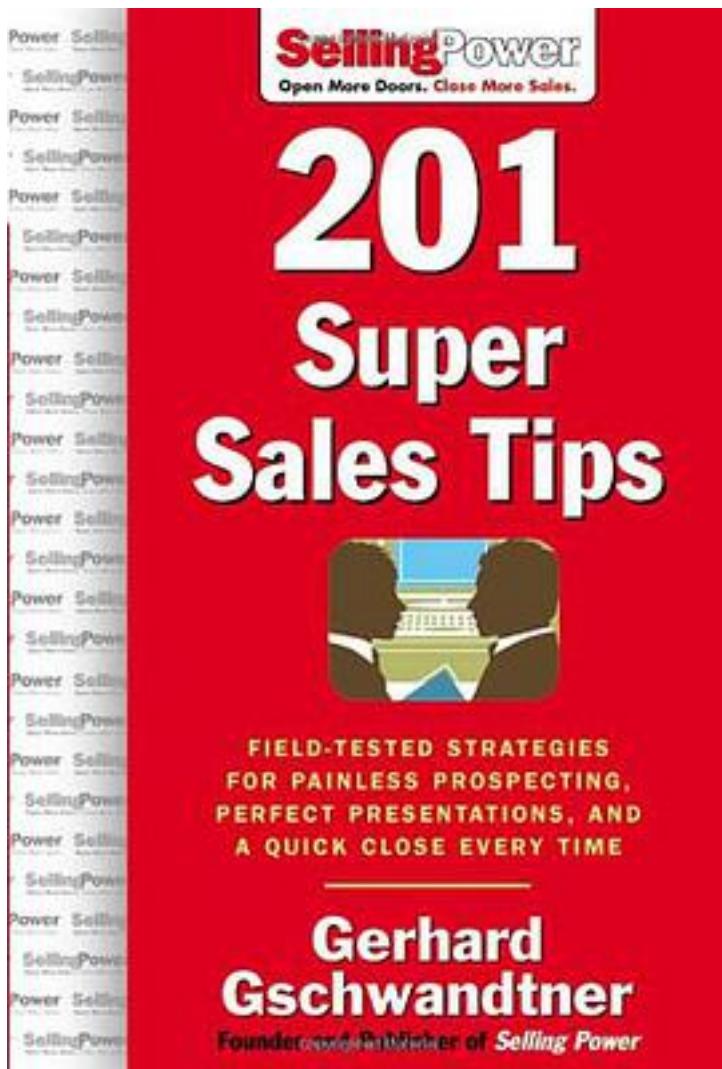


201 Super Sales Tips



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著者:Gerhard Gschwandtner

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The keys to success delivered by reps in the field If you want to improve your sales, listen to 201 lessons from your peers and use their proven strategies to get your foot in the door and close the deal. 201 Super Sales Tips offers you an unparalleled opportunity to benefit from the experiences of 201 of your colleagues from around the globe. From the “upside-down sales letter” to the “art of the parking-lot presentation,” this book delivers hundreds of tested-in-the-trenches strategies guaranteed to dramatically boost your productivity and profits. Through in-their-own-words stories contributed by the readers of Selling Power magazine—the world's foremost magazine for sales professionals—you'll learn surefire tips for: Jazzing up presentations Tracking down elusive prospects Getting prospects to return calls Mining million-dollar leads in overlooked places Becoming a power listener Getting past the gatekeepers Partnering with customers Staying motivated and focused Ready to step up to a bold new level of professional excellence? Get 201 Super Sales Tips and let the experts show you how.

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