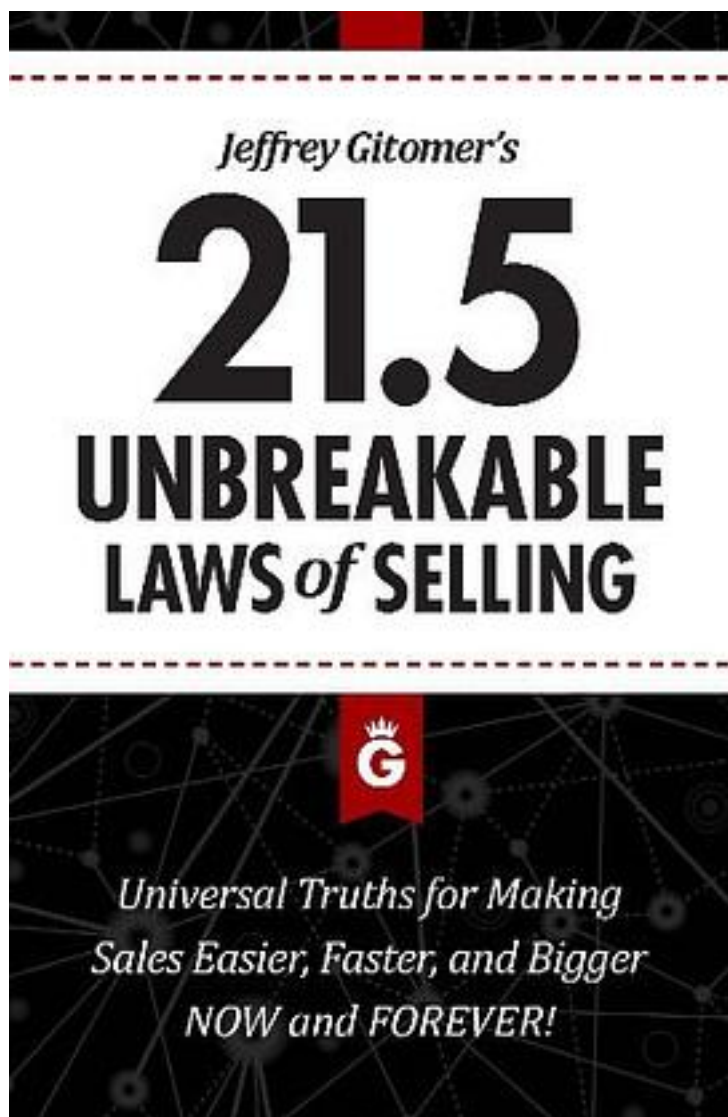


Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling



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There are universal laws of selling that determine whether you succeed, or don't succeed - whether you earn enough to enjoy the lifestyle you want or struggle to make ends meet. When you align the wind with your sails, you move effortlessly across the water. When your sails are out of alignment, you flounder and go nowhere. If you align your thinking and actions with these powerful laws of selling, you will be more effective and efficient. You will encounter less friction, require less energy, and get bigger results faster. Here's a sampling of Jeffrey's 21.5 Laws of Selling: * Deliver Value First * Ask Before Telling * Communicate in Terms of Them * Become Your Own Brand * Earn Referrals and Testimonials without Asking * Create Loyal Customers These 21.5 Laws are the rock foundation of selling. They may be invisible but they are undeniable - and unbreakable. If you're just getting started in selling, you will find the Laws invaluable. Whether or not you learn them and follow them will make or break your career. If you've been in sales for a while, you will find yourself saying, "I haven't been doing that." "I knew that! How did I forget?" When we break the Laws we pay the price. Our sales suffer. Our bank account takes a hit. It's an effort to get out of bed and make a sales call, to do our best work - work that is aligned with the Laws. Use Jeffrey's Laws of Selling to recharge your enthusiasm and redirect your actions back to what really works.

作者介绍:

杰弗里·吉特默是享誉全球的销售及客服专家，被誉为全球销售教练。他每年为IBM、可口可乐、希尔顿酒店等企业组织150多个培训项目及销售会议。他写作的所有图书都曾荣登Amazon.com畅销榜冠军，全球销量已超过100万册。

目录:

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标签

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评论

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书评

拥有梦想是一种智力，实现梦想才是一种能力。
当你在想，要有足够的机会，我也会像吉拉德一样成为中国的销售之王时，其他的销售也会这么想，但想成为销售之王和成为销售之王终究有着天壤之别。
销售之王的成功之路不仅要一步一步走，而且要按规则前行。
当你交易失败的时候，你...

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