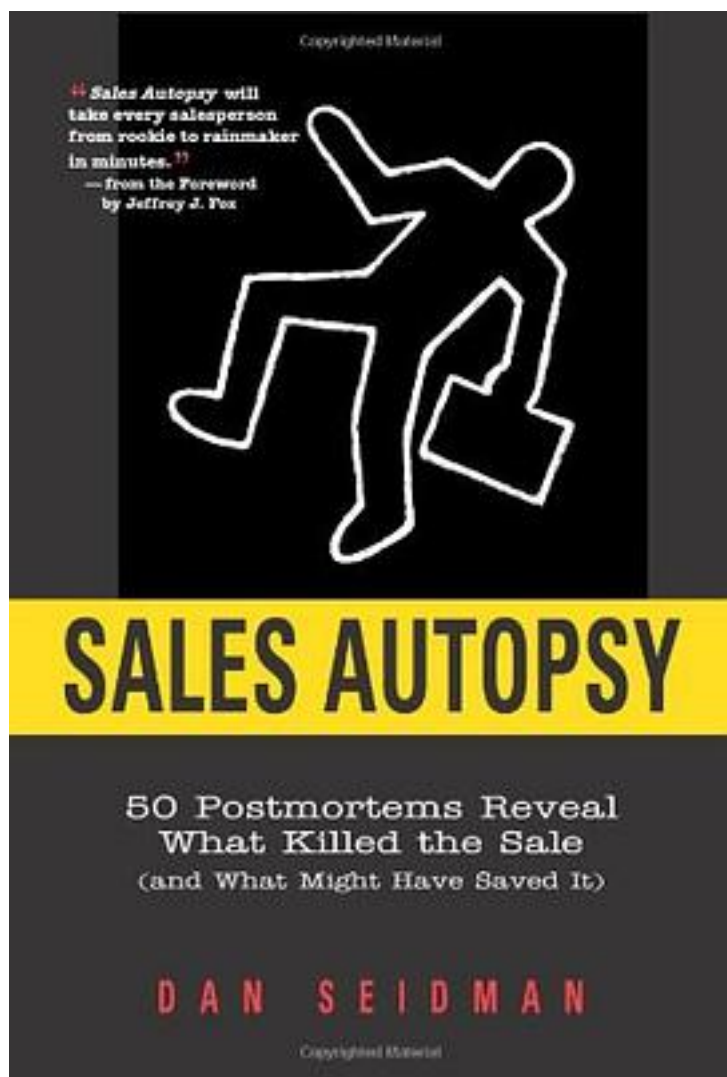


Sales Autopsy



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在线阅读本书

In his hilarious new book Sales Autopsy, top sales coach Dan Seidman reveals stories of sales gone horribly, embarrassingly wrong, and what—if anything—can be learned from them. In 1999, Seidman launched SalesAutopsy.com and salespeople everywhere rejoiced in the knowledge that they weren't the only ones who had suffered the indignities of rambling voicemails left for prospects, small talk that inadvertently caused big problems, and pitches that crashed and burned in front of prospects. Now, Seidman has gathered the best sales horror stories from around the world. These are the stories that make you wince, laugh, sympathize, and say a quick ""Thank God that didn't happen to me!"" But Sales Autopsy will do more than just entertain you—it will leave you with actionable strategies you can use to either turn the situation around if you're stuck in the middle of a sales nightmare or remind you of what not to do next time.

作者介绍:

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