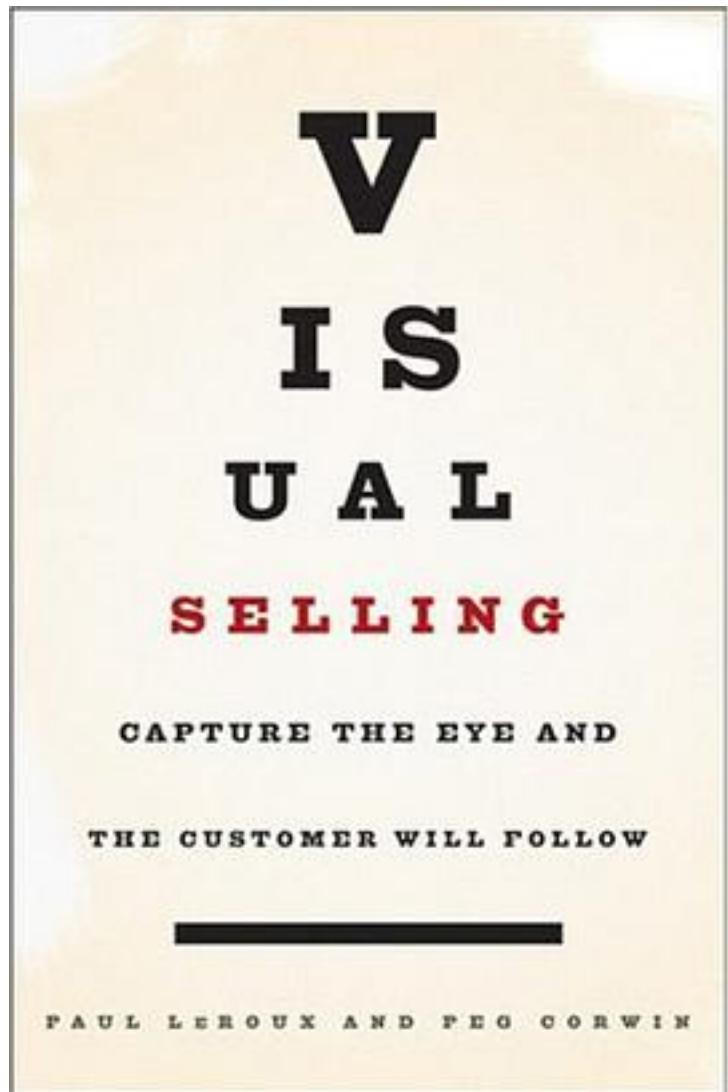


Visual Selling



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出版者:John Wiley & Sons Inc

出版时间:2007-4

装帧:HRD

isbn:9780471793618

Visual Selling provides salespeople with tools to sell in an increasingly image-oriented culture. More so than ever before, the way a salesperson looks and acts, the images on a screen or in handouts, and even room environments can impact people's trust, satisfaction and willingness to buy. The authors believe that, to sell most effectively, the seller must be the visual focal point. This book draws on 25 years of experience coaching individuals and organizations in the art of visual selling, sharing stories and techniques used in big-dollar competitive presentations and pitches to senior management. Divided into three sections (the Seller as Focal Point, Getting Ready to Sell and Selling Situations), Visual Selling will appeal to a wide variety of business readers because it can be used to help salespeople sell one-on-one, as well as to assist corporate presenters at selling new programs or products in-house. Section I – The Seller as Focal Point Section II – Getting Ready to Sell Section III – Selling Situations

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评论

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书评

本书是英文原版，图文并茂，浅显易懂。翻看了一下即爱不释手。中国人善于文字性思考，但对视觉化的思考比较缺乏。本书将通过PPT演示在这方面给以借鉴。目前正在阅读中，读完以后再补充笔记。。。

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