

Win-Win Selling



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著者:Wilson, Larry

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Differentiating your company's products and services in the marketplace is a big challenge these days. But a company's sales force can become a significant differentiator, and gain sustainable advantages, if it adopts the Counselor approach. A win-win mind and skill set, based on trust, problem-solving and side-by-side work between seller and customer, makes buying easy. And because the seller stays by the customer after the sale, the door opens for long-term, expanding business. Useful for both new and experienced salespeople. Readers learn to adopt the unique Counselor mindset. They avoid or successfully address the four key obstacles to buying, combining the mindset with Counselor selling techniques. Fortune 500 companies in 30 countries have benefited from Wilson Learning's Counselor approach to selling for years. The book gives the million-plus people who have taken Wilson Learning's Counselor Salesperson course a refresher, and gives others a powerful sales process. Larry Wilson, author of One Minute Salesperson and founder of Wilson Learning, wrote the foreword. It's indispensable for salespeople and sales managers. Models, charts, anecdotes, an index and other resources add to its immediate impact.

作者介绍:

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书评

“人不反对改变，但是反对被改变”
过去几年里，这一直是我印象深刻的一句。今天看到了另外一句，很相似： "People love to buy but hate to be sold" 出自Wilson Learning的Win-Win Selling。该书的内容，来自于Wilson Learning的销售培训。书的前言也出自作者，Larry Wi...

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