

Soft Sell



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著者:Connor, Tim

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Everyone sells every day--themselves, their ideas, their products or services. Soft Sell provides a new approach to selling...one that stresses motivation, communication, relationship-building and self-image psychology to power-boost you to personal sales success Soft Sell gives you: --An in-depth, self-analysis questionnaire to get you started--Exercises to expand your possibilities and help rid yourself of imaginary ceilings and self-imposed limitations--The 20 qualities found in the most successful salespeople--with a scale for you to evaluate and grade yourself--Simple ways to get out of a sales slump--17 principles for personal achievement And Soft Sell explains: --Sales objections--what they actually mean and how to overcome them--Attitude--how to really increase your success--Prospecting--how to discover the prospect's dominant buying motive--The sales interview--get your prospect to tell you how to sell to him or her--Service--building customer support and loyalty to increase repeat business

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