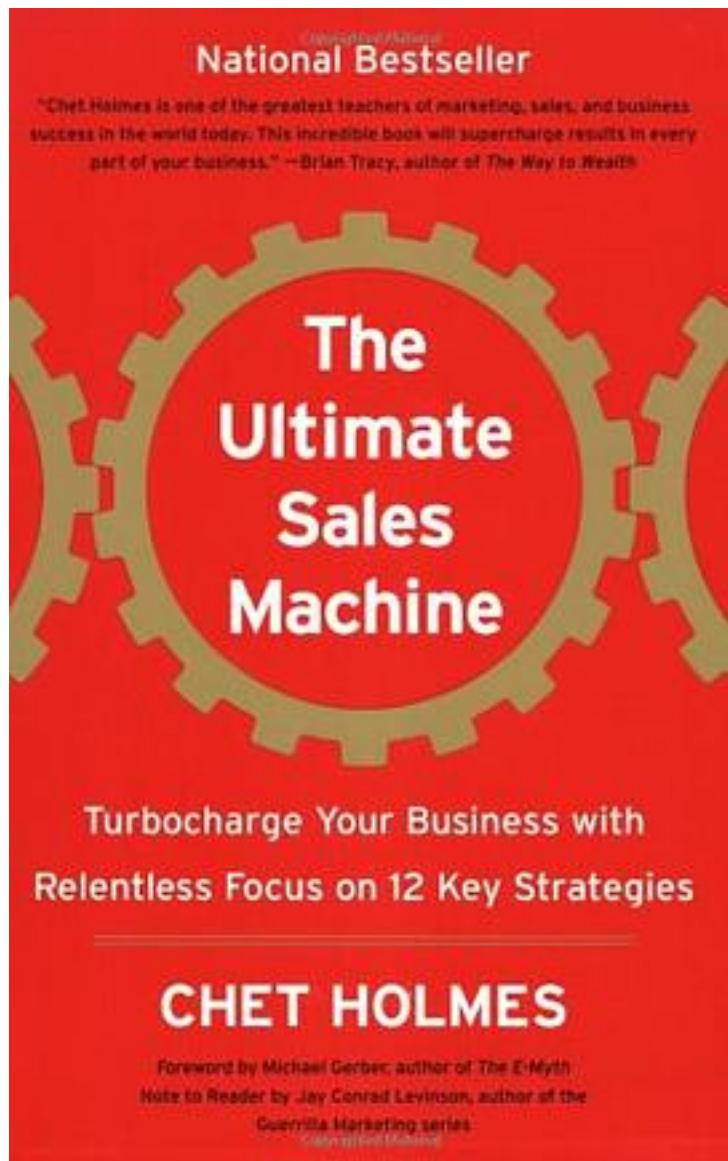


The Ultimate Sales Machine



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著者:Chet Holmes

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Chet Holmes has been called "America's greatest business growth expert. He helps his clients blow away both the competition and their own expectations. And his advice starts with one simple concept: focus! Instead of trying to master four thousand strategies, zero in on the handful of essential skill areas that make the big difference in transforming your business.

Too many managers jump at every new trend, but don't stick with any of them. Instead, says Holmes, focus on twelve critical areas of improvement - one at a time - and practice them over and over with pigheaded discipline.

The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a week to perfect his game, you can systematically improve each key area. Holmes offers proven strategies for:

- * Management: Teach your people how to work smarter, not harder
- * Marketing: Get more bang from your Web site, advertising, trade shows, and public relations
- * Sales: Perfect every sales interaction by working on sales, not just in sales

The Ultimate Sales Machine will put you and your company on a path to success and, more important, help you stay there!

作者介绍:

目录:

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标签

销售

思维

评论

里面的建议还是不错的，我也收获良多，但是作为一本书来说，大一统，我总觉得不是特别好，另外就是一直强调我牛逼，我随便搞一搞，那些企业马上飞天，这样的风格，不太好。

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书评

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