Ultimate Sales Tool Kit

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Most sales professionals tend to rely on just a few basic strategies.

Actually, there are a range of proven techniques that can boost their business: the trick is

knowing how and when to use them. This book contains fifteen powerful, effective tools

for use in prospecting, educating the client, and closing. From a 'next-step' mechanism

for identifying the best move to make, to the 'BuyThink' process used to help get the

buyer involved, the book shows readers how to:

* be prepared

* get buyers to call them back

* ask the right questions quickly to open the door to larger sales

* use all their skills, not just the ones they think they're good at

* talk effectively to the real decision-makers

* and much more

Each chapter introduces a different tool, giving examples of how to use it, as well as a

unique visual exercise to help readers remember it when on a sales call. Packed with

ready-to-use techniques, Ultimate Sales Tool Kit provides a potent energy boost for sales

professionals eager to improve their bottom lines.

作者介绍:

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