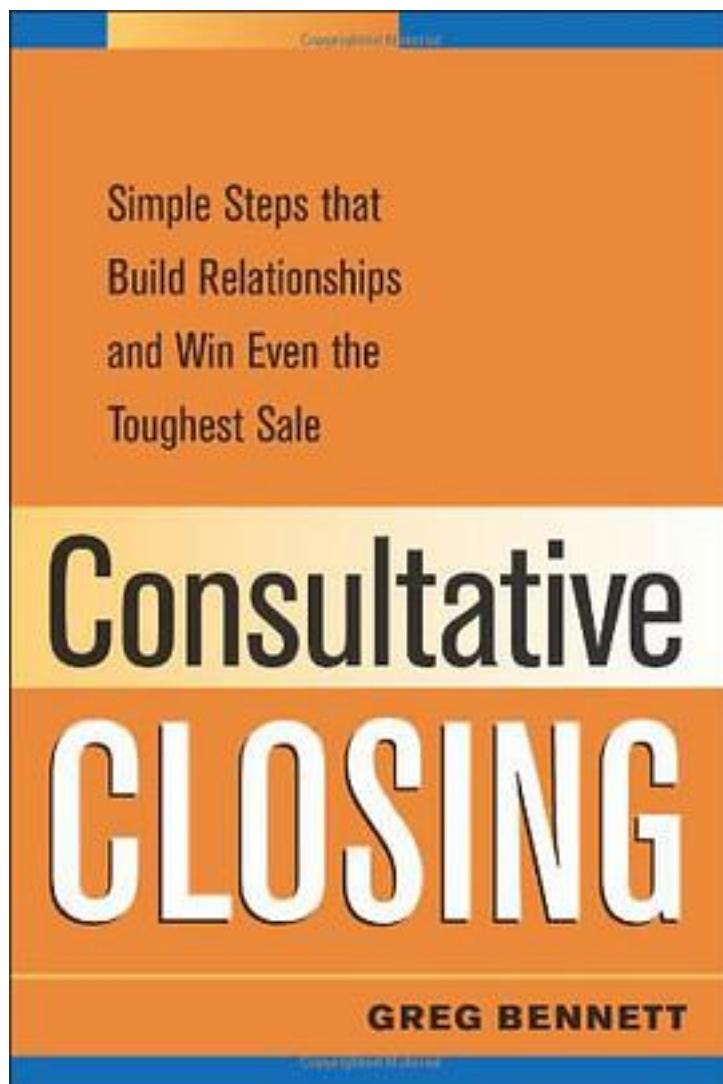


# Consultative Closing



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Often, sales professionals using a consultative approach are afraid to use typical, pressure-filled strategies to finally close a sale. Afraid of damaging the relationship they've nurtured, they unrealistically hope the sale will close itself...which rarely, if ever, happens. "Consultative Closing" provides the solution, breaking up the closing process into small, actionable steps that help the salesperson gain gradual buy-in and establish a long-term working relationship with his or her client. This is an indispensable guide for consultative sales professionals who want to make the sale, and keep their customers.

作者介绍:

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