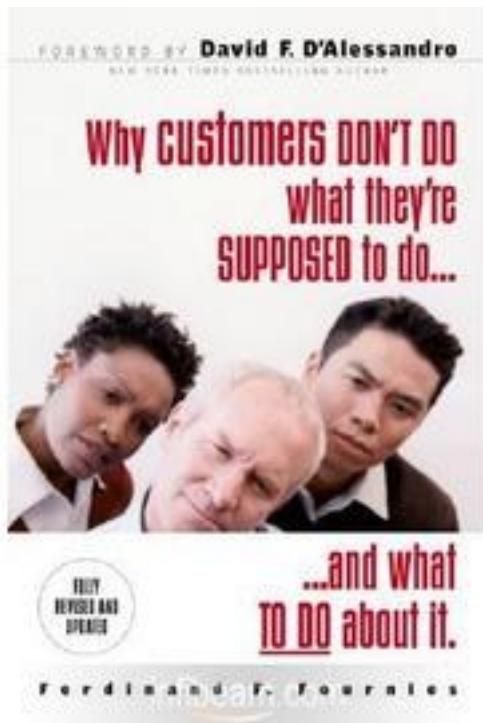


# Why Customers Don't Do What They're Supposed to Do and What to Do about It



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From the New York Times Bestselling Author- Proven Methods for Getting Customers to Buy This fully revised and updated edition of Ferdinand Fournies's classic on sales from the customer's point of view covers all the latest developments in business innovation and customer relations. Why Customers Don't Do What You Want Them to Do! ignores gimmicks and tricks, giving you specific actions that dramatically raise the odds of your customer doing the "buying things"-and placing the order. This

results-focused guidebook presents 24 solutions to common selling problems and customer objections, helping you move beyond them to Achieve a customer action objective for each call Spark customer interest Clarify your product-and yourself Identify and address potential problems Address customers' fears and gain their trust Assist customers in choosing, negotiating, and placing an order Why Customers Don't Do What You Want Them to Do! gives you practical strategiesto move to the close with the fewest number of calls by getting customers to do whatyou want-when you want-at each stage of the sales process. "One of the better and more useful-and unique-books on selling."-Booklist

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