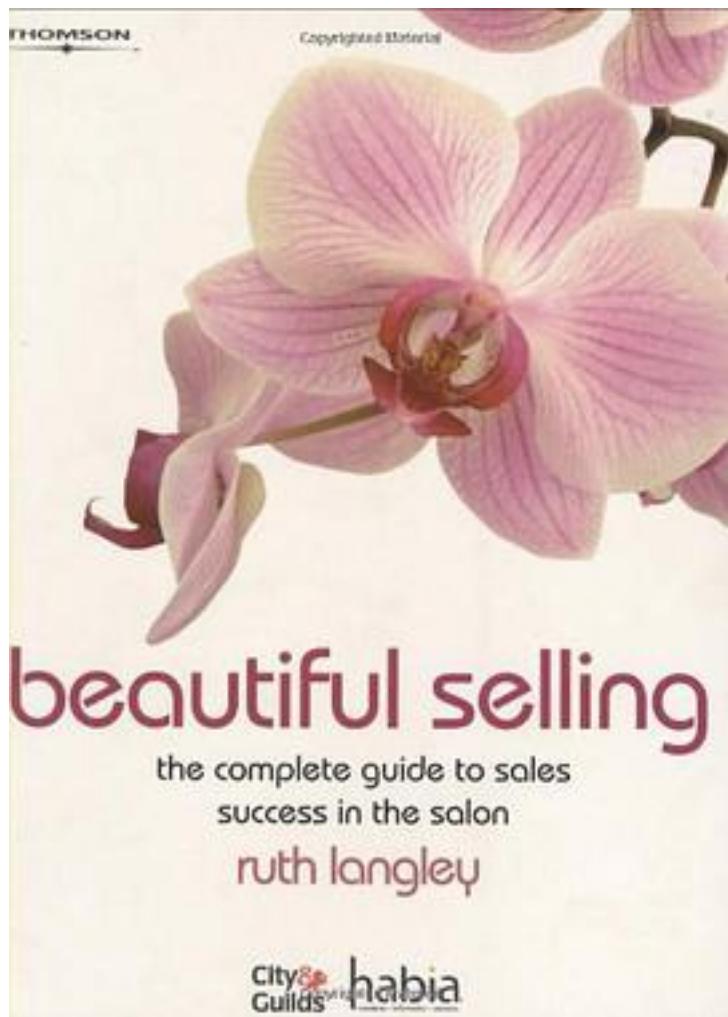


Beautiful Selling



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著者:Langley, Ruth

出版者:Thomson Learning

出版时间:2007-9

装帧:Pap

isbn:9781844807482

As a professional in the Hair & Beauty industry developing your skills portfolio is very

important, but learning the skills to sell can often be overlooked. Successful selling skills can transform your clients' relaxing treat into a full retail therapy session. Not only do these skills enhance your clients' overall experience and help you build a loyal customer base, but you will see the business flourish as a result! Whether you're a trainee just starting out, or are a salon director with years of experience, this book gives you plenty of in-depth advice and practical exercises to boost your confidence. Written by national award winning salon director Ruth Langley, she shares the benefit of her 20 years' experience with tried and tested techniques. With plenty of real life examples and practical tools, this book gives you everything you need to enhance your sales performance in the salon straight away.

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