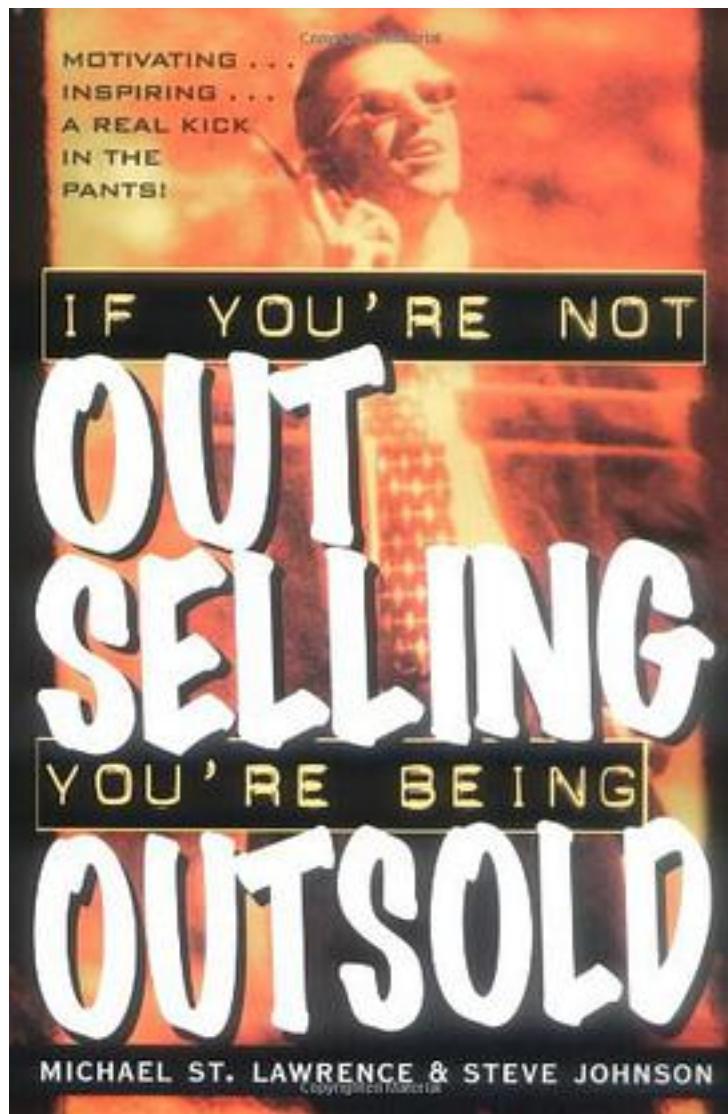


If You're Not Out Selling, You're Being Outsold



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"If You're Not Out Selling, You're Being Outsold is more than a 'how-to-sell' book. St. Lawrence and Johnson have approached the art of selling from a witty, entertaining, and inspirational view. The authors candidly recognize what ingredients are required for reaching success, and they have blueprinted a constructive approach that can apply to anyone, whether they are contemplating entering sales, or have made sales their career."--Nicholas D. Wolkonsky Director of Sales, High Volume Division, Western Region, ADT Security Services, Inc. "If You're Not Out Selling, You're Being Outsold is an inspiring book written by two professionals who actually do sell. I found the principles and techniques easy to follow and implement. I am buying copies of this book for all my sales managers."--Robert Coakley Divisional Director of Sales, Alamo Rent A Car, Inc. No matter what sort of business professional you are, you have to sell to succeed: make yourself heard, make your ideas known, convince others to act on them. No matter what you're selling, you need confidence, energy, and, above all, a positive attitude. If You're Not Out Selling, You're Being Outsold shows you how to energize your outlook, sell your ideas, produce top-quality work, and make others want to do business with you. This no-nonsense guide: Introduces OUTSELL, seven fundamental steps that will make your career take off Shows you how to develop and reach your goals Offers insights from hundreds of the world's top business professionals Teaches you how to sell your ideas and get results Helps you build enthusiasm, energy, a positive outlook, and confidence Concentrates on the skills and abilities you really need to succeed Find the highest achievers in any industry and you'll find a legion of winners who know how to OUTSELL--whose drive, confidence, and persuasiveness power them to the top and keep them there. To join this exclusive club, you don't need an Ivy League education or an alphabet soup after your name, but you do need to understand the basic principles, absorb the positive attitudes, and learn the fundamental skills you will find in this book. If You're Not Out Selling, You're Being Outsold is your roadmap to the impact zone--that high-reward arena where ideas are communicated with power, accepted, and acted upon. Top sales professionals Michael St. Lawrence and Steve Johnson give you a crash course in OUTSELL, the seven business principles that will help you become stronger, more disciplined, more persuasive, and a magnet for opportunity. By following these principles, gleaned from face-to-face interviews with hundreds of world-class outsellers, you'll learn to: Sell your ideas and get results Make others want to do business with you Identify the practical skills you need and acquire them quickly Develop a take-charge-now outlook. This book is for people who want to live competition and breathe success--now! No matter what you're selling--products, services, ideas, yourself--what you learn here will start producing results immediately. And by applying these lessons every day, you'll achieve a lasting success that can only improve over time.

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