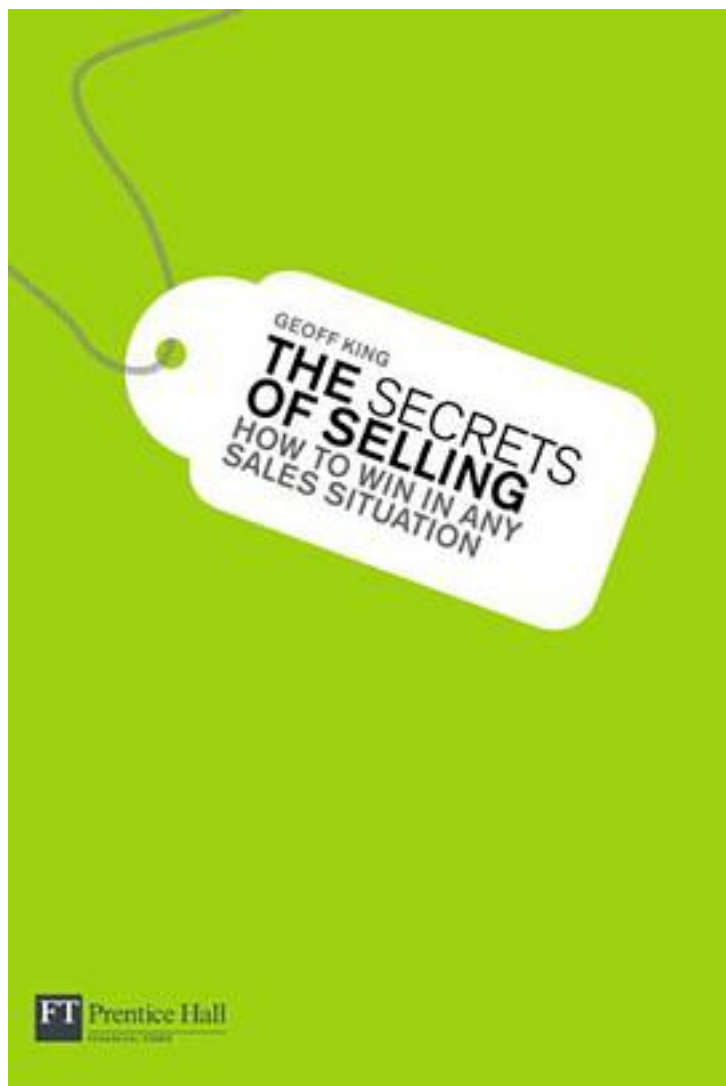


# The Secrets of Selling



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出版者:Trans-Atlantic Publications, Inc.

出版时间:2009-01-26

装帧:Paperback

isbn:9780273713005

在线阅读本书

The rules of selling rarely change. In some areas of business fashions and buzzwords come and go at the speed of light, but in sales there is a gold standard that changes little over time. This book describes that gold standard for you. Once learnt, The Secrets of Selling will stay with you for life youll wonder what you ever did without them. This is an extremely practical book with advice that you can put into practice to improve your sales success straightaway. It offers common sense guidelines that you will want to refer to again and again. The Secrets of Selling is divided into three sections. The first deals with sales meetings and sales proposals and the second shows you the most effective methods for winning new work, not just from existing clients, but from new ones too. The third section gives you all the secret weapons you need to become a top flight salesperson, from negotiating the contract, to managing your contacts to measuring your sales performance. These are the critical elements that are often overlooked, but if you get them right, you will come out on top, every time.

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