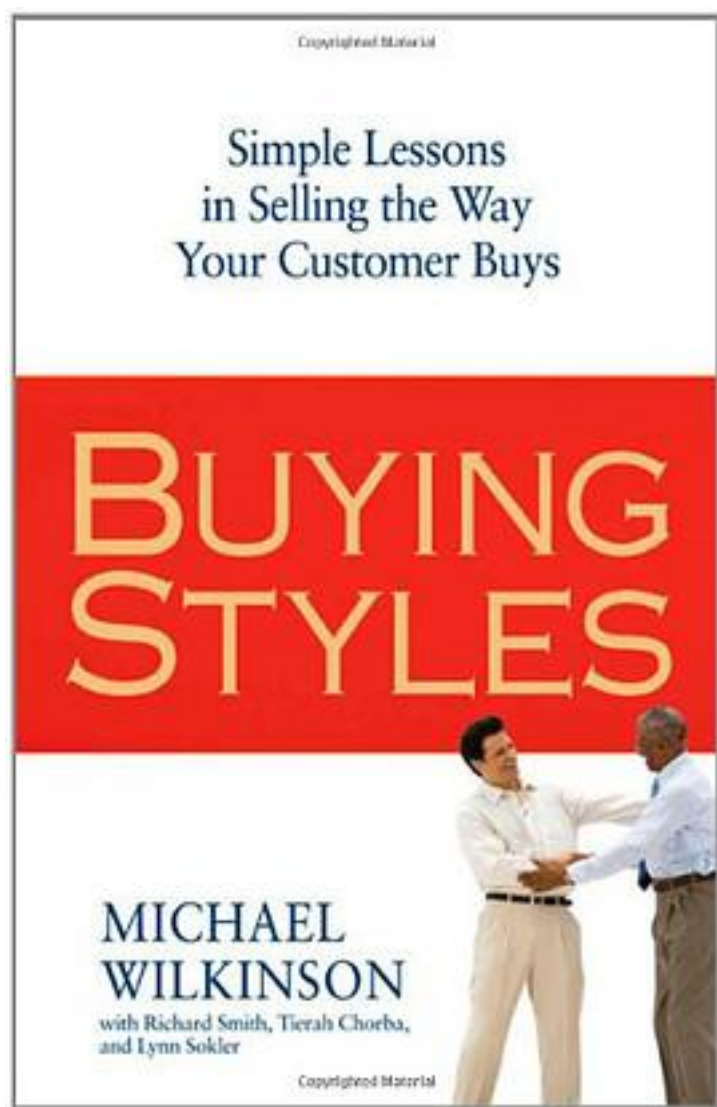


# Buying Styles



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出版者:

出版时间:2009-7

装帧:

isbn:9780814415276

在线阅读本书

Most sales professionals spend all their time and energy trying to perfect their own style of selling. Yet they fail to recognize that buyers all have their own individual 'buying styles'...and when sellers learn how to adapt their own methods to best suit each buying style, they can dramatically increase their success rate. Presented as a 'learning adventure', "Buying Styles" begins with a fictional situation in which a salesperson has just lost a major sale...and decides to find out why. This quick and easy read, packed with tips, checklists, and on-the-go references, unveils powerful new insights for successfully selling to anyone.

作者介绍:

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