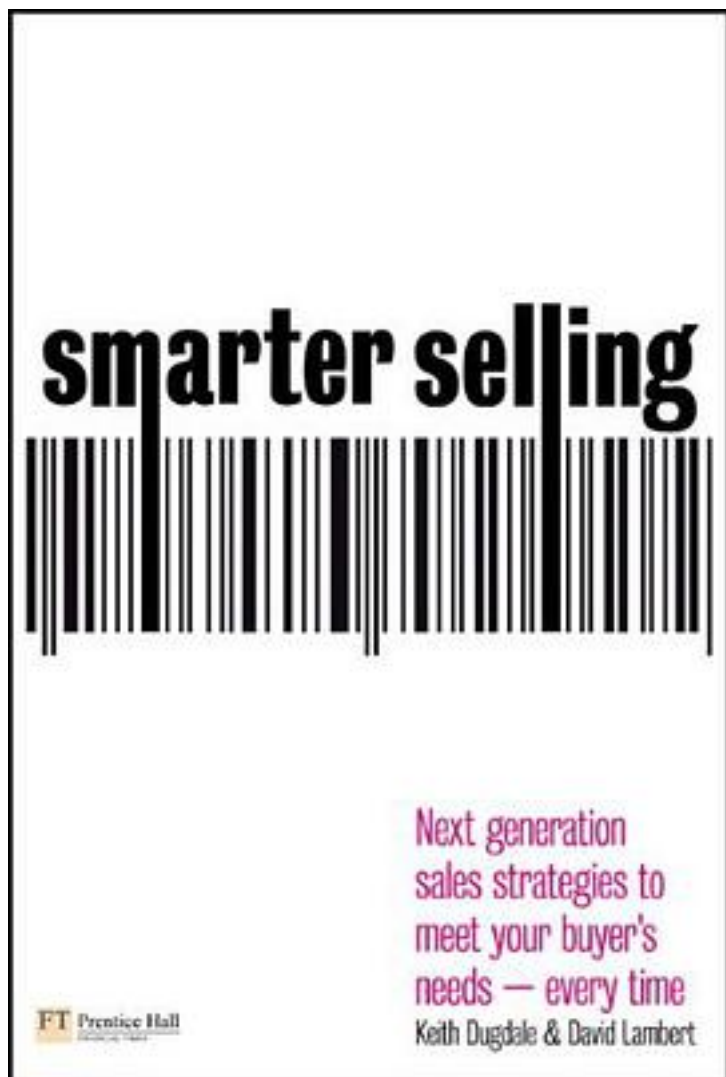


Smarter Selling



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Make your customer's day - and make your number, year after year. The old-fashioned hard sell doesn't cut it any more. Learn what works and what doesn't in selling today. Customers want to buy, not be sold to and this requires different skills and techniques from the salesperson. Find out how to develop trusting relationships and genuine rapport with your clients and customers and learn how to scope out and meet their needs, so that you can do successful business in today's new sales environment. Through the author's unique 'I Owe You' framework, Smarter Selling gives you an immediately applicable method for understanding your own personality and that of the buyers you deal with and demonstrates why it is critical that the first comes before the second. More than that, it provides you with simple tools and approaches tested by leading organisations, to help you build deeper, more trusting and more successful relationships with your buyers so that you outperform the competition every time.

作者介绍:

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标签

评论

说到底就是一句话，以客户为本创造共赢。想法可以，但具体执行其实是有难度的...里面的案例和一些问题有启发性，但整本书总体还是有点虚

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