

Advanced Selling Strategies



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出版者:

出版时间:2004-3

装帧:

isbn:9780743537278

GAIN THE EDGE YOU NEED! Strategy, tactics, and mental preparedness separate superior salespeople from the average -- and with technological advances leveling the competition, the selling edge is more important than ever. Drawing on his own successful sales career, and on his extensive experience as a sales consultant and seminar leader, Brian Tracy has developed the most comprehensive and effective approach to selling ever created. Advanced Selling Strategies provides you with the techniques and tools used by top sales people in every industry -- methods that net immediate and spectacular results. This audiobook explains how to:

- Develop the self-image to give you the edge in every sales situation

- Concentrate on the customer's emotional factors to ensure better sales results
- Identify your customer's most pressing concerns and position your product or service to fill those needs

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