

Harvard Business Review on Sales and Selling



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No matter what business you're in, there is one ultimate driver for all that you do: sales. To survive, companies must sell. Whether you sell directly to mass-market customers, pitch to just one major buyer, or negotiate complex multiparty deals, knowing when and how to apply the right techniques can be the difference between a near-miss and making the sale. This collection provides the tools and tactics you need to succeed in today's demanding world of sales and selling.

Some of the ideas you'll discover include:

How to develop and sustain a low-pressure sales force to truly master the "soft sell"

The two basic qualities that any good salesperson must have--and why they matter

How to determine who really wants to buy, and how to pitch to the real decision makers

Why the "pitcher" matters as much as the pitch--and how collaborating with "catchers" often leads to the biggest wins

作者介绍:

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