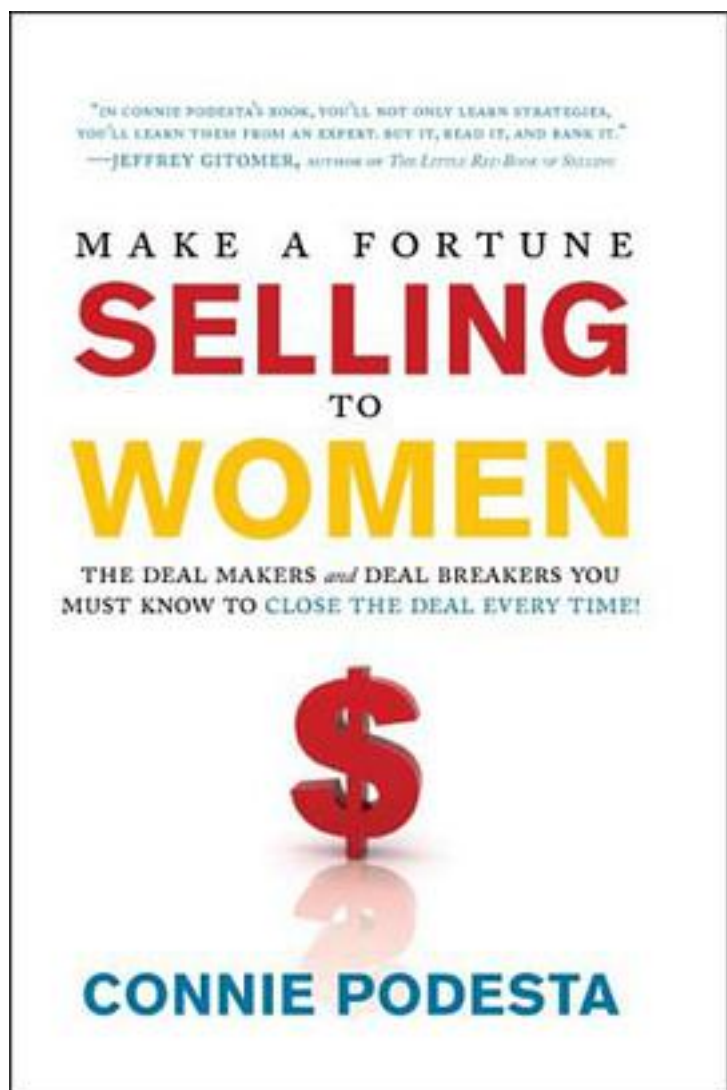


# Make a Fortune Selling to Women



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Connie Podesta combines psychology and sales tactics to create a how-to guide for closing sales with women. With a lively voice and no-nonsense tone that both men and women will appreciate, Podesta offers specific tips for overcoming the big five Deal Breakers. Deal Breaker 1: she doesn't want to play the game - try being her ally, not her competitor. Deal Breaker 2: she doesn't think the salesperson views her as a legitimate decision maker - don't make assumptions based on who she's with, how she's dressed, or how many questions she asks. Deal Breaker 3: she doesn't like the salesperson - be friendly, but not too friendly; be helpful, but not condescending; be confident, but not dismissive. Deal Breaker 4: she doesn't trust the salesperson - always tell the truth, even if it's bad news. Deal Breaker 5: she doesn't think the salesperson is the right person for the job - if you can't help her solve her problem, find somebody who can. Riddled with revealing anecdotes, the book describes the male and female approach to the buying experience - without being condescending to either gender. And both salesmen and saleswomen will rely on this book to help them secure more sales with women.

作者介绍:

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