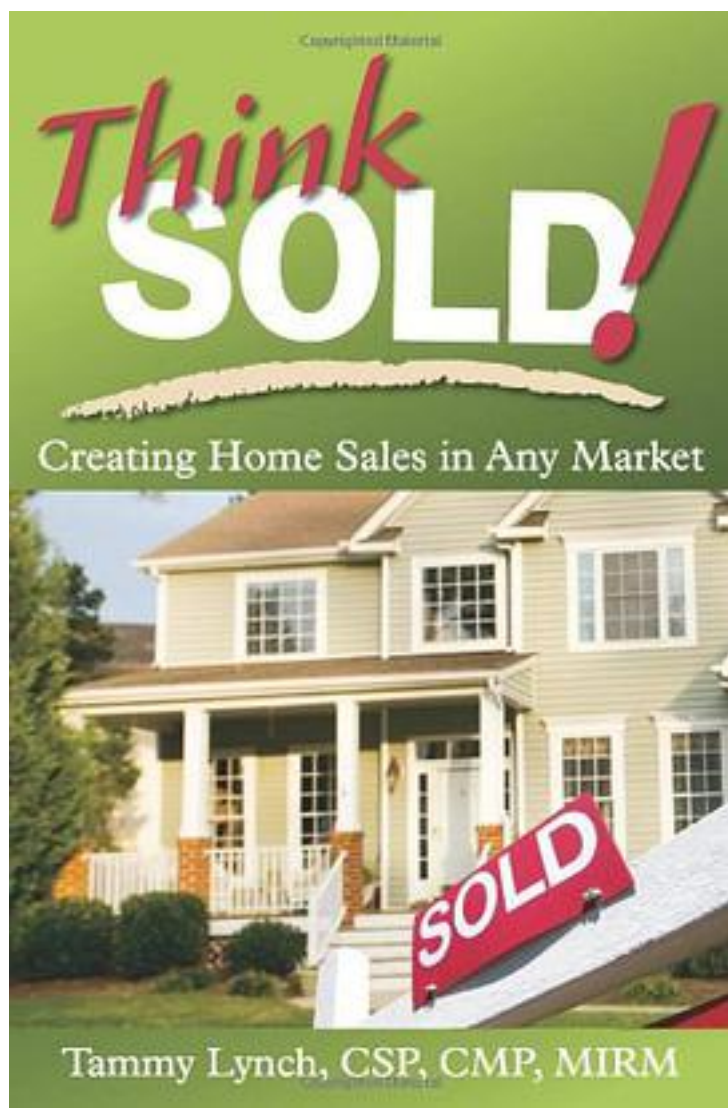


Think Sold!



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Think Sold Creating New Home Sales in Any Market is a practical, how-to guide for developing the self-awareness, knowledge, and skills needed to succeed in the competitive field of new home sales. The book teaches readers how to approach sales, and life, from a position of optimism that will create successful outcomes. It discusses how to set personal and professional goals and provides tools for reaching them. The book shows readers how to communicate effectively with various types of buyers and how to adjust communication strategies to increase rapport and alignment with buyers' motives. Prospecting, greeting, qualifying, presenting, demonstrating, and closing are discussed in detail. The book explains how to overcome customers' objections and provides specific examples of how to explain the benefits of new home features in customer-friendly language. Other chapters discuss new home financing and how to size up the home builder competition. Included tools help new home sales professionals practice and polish their presentations and demonstrations.

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