

The Entrepreneur's Guide to Selling

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The Entrepreneur's Guide

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The Entrepreneur's Guide to Selling

Jonathan London

PRAEGER

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Unlike most sales books, which address a piece or 'moment' of the sales process (like negotiating or presenting), "The Entrepreneur's Guide to Selling" addresses selling as a holistic process. As award-winning sales pro Jonathan London demonstrates, each stage of the sales process positively or negatively affects the next. Following his selling principles will improve sales for any product or service, no matter how small or large the company. In this unique and practical book, London shows readers how to do the things that matter. You can: get a jump on the competition by starting out in the right place; make people feel comfortable so they are more receptive to you; explain benefits from technical, business/financial, and individual/company perspectives; create solutions for customers that help differentiate the offer; prospect using the Internet, Web 2.0, and other technologies; deal with stress and rejection; eliminate or soften objections to accelerate sales cycles and facilitate negotiations; and handle the most common negotiation issues or tactics.

作者介绍:

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