

One on One



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Closing is the most important part of any sale. It is often also the most difficult. Ian Seymour has personally closed more than \$32 million in retail sales one on one. Now he wants to share "the secrets of professional sales closing" with salespeople everywhere and turn each salesperson into a real PRO-CLO (a professional sales closer). Written for anyone in business who wants to succeed, grow and prosper, this comprehensive sales closing manual provides step-by-step instructions on how to successfully close any and every sale. The author describes secrets, techniques, methods, and tactics that are proven to work. Among "The Thirty-Nine Steps to Success" detailed in Part One are "Ten Do's and Ten Don'ts," "A Dozen Little Tricks Of

The Trade," "Non-Verbal Communication (Body Language)," and "The Difference Between Being Good And Being The Best." The remainder of the book presents solutions to the 42 most common objections, an arsenal of 60 proven closes, and advice on how to make hay while the sun shines. In short, this manual provides everything necessary for you to become a true PRO-CLO. Ian Seymour's selling career began as a teenager when he established his own business selling merchandise door-to-door. Since then he has travelled the world and made enough money from selling to be able to retire. He has for many years been involved in training sales personnel and is a much-sought-after speaker at sales-training seminars.

作者介绍:

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