



## Sales Techniques

By William T. Brooks

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Sales Techniques, William T. Brooks, This title presents an effective new sales program for finding new prospects, uncovering their needs, and writing their orders. You are a professional salesperson. And to improve your closing ratio, you must gain access to the right people, at the time they want to hear you, with the message they want to hear - every day. "Sales Techniques" is filled with insightful, proven concepts, tools, and techniques for delivering superior numbers to your company by first delivering compelling value to your customers. Whatever your product or service, this newest addition to McGraw-Hill's hands-on, results-focused "Briefcase Books" series will arm you with: step-by-step strategies for successfully implementing the all-new IMPACT Selling System [trademark]; powerful qualifying questions to determine whether someone is a buyer or a tire-kicker; 10 ways to position yourself more effectively; and 6 common but fatal mistakes. While breakthrough success in sales is extraordinarily difficult to achieve, the rules can be remarkably straightforward. Let "Sales Techniques" introduce you to those rules, and provide you with distinctive, up-to-date ideas and strategies for using them to consistently turn prospects into buyers. "Briefcase Books" are written specifically for...



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