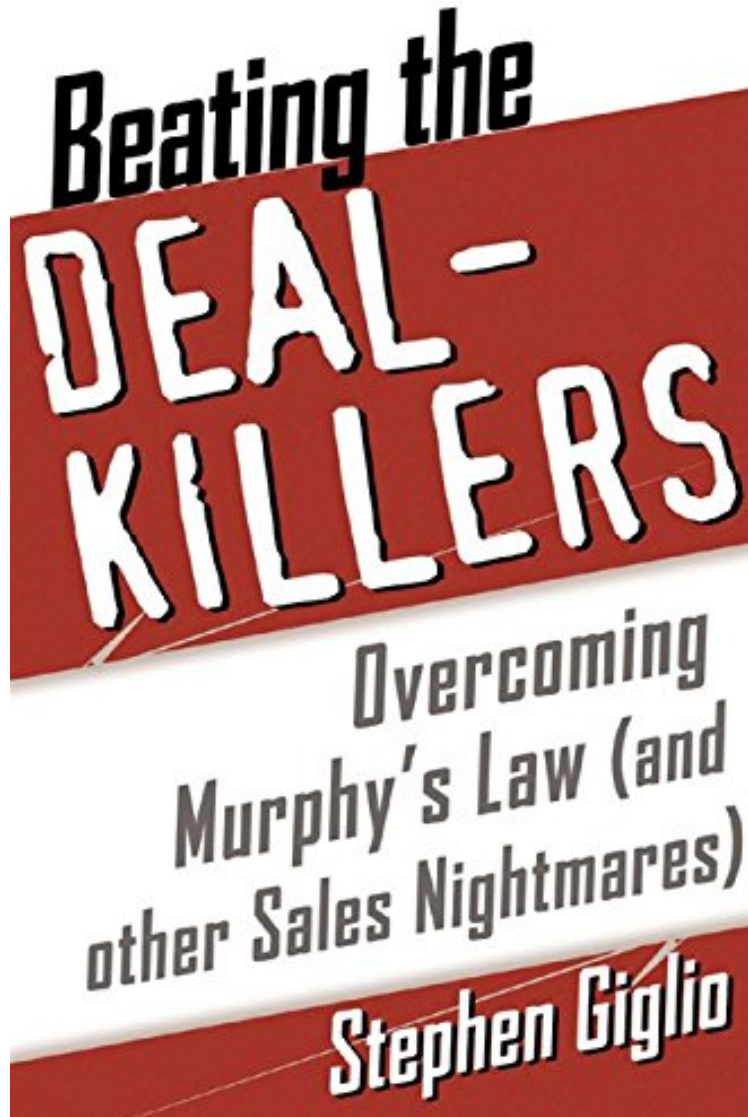


(Download) Beating the Deal Killers: Overcoming Murphy's Law (and other Sales Nightmares)

Beating the Deal Killers: Overcoming Murphy's Law (and other Sales Nightmares)

Stephen Giglio

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Stephen Giglio : Beating the Deal Killers: Overcoming Murphy's Law (and other Sales Nightmares) before purchasing it in order to gage whether or not it would be worth my time, and all praised Beating the Deal Killers: Overcoming Murphy's Law (and other Sales Nightmares):

1 of 1 people found the following review helpful. Great book !By gisela perscky aThis is an excellent book on how to be more effective on a sales call. Mr. Giglio brings a fresh perspective to improving your sales skills.One thing I especially liked was how he carefully explains how to avoid falling into a "Murphy's Law" situation during a sales

call. He gives great examples of sales calls where he, as a coach, was present. These examples are relevant to the real world and quite practical. This book does not try to fill you with new 'techniques', it instead describes new ways to approach a customer, which ultimately produces the lasting results we are seeking. I highly recommend this book to everyone. "Beating the Deal Killers", can add a new, more business-like dimension to your professional life.

Strategies for overcoming clock-watching clients, spilled coffee, and other sales nightmares; shy; and closing the sale. Selling is tough, and what can go wrong often will. Successful salespeople know they must prepare themselves for every potential deal-killer. Beating the Deal-Killers provides situation-specific advice for anticipating problems, handling them deftly, and returning everyone's attention to the matter at hand; shy; completing the sale. More than just a valuable troubleshooting guide, however, this book by award-winning sales executive Stephen Giglio gives sales pros firsthand techniques they can put into action at their next sales meeting. Battle-proven tips and pointers include: How to prepare for a relaxed yet take-charge sales call; Techniques, actions, and phrases for motivating a prospect; 10 effective ways to field objections

From the Back Cover: Field-Proven Strategies for Overcoming Spilled Coffee and Clock-Watching Clients--and Still Making the Sale. Murphy's Law says that what can go wrong will go wrong. This is doubly true, and infinitely more costly, on a sales call. So how is it that top salespeople consistently overcome disasters and return meetings to what really matters--the client's problems, and how they can be solved? Beating the Deal-Killers is a step-by-step roadmap for getting a sales meeting back on track when all hope seems to be lost. Filled with situation-specific tips and pointers from award-winning sales professional and trainer Stephen Giglio, it reveals: The 10 Rules of Reconnaissance for gathering valuable pre-meeting information One sure-fire trick guaranteed to establish solid trust from the start Strategies for setting the agenda--and seizing control from Murphy Murphy-busting techniques for cleaning up messes at every point in the meeting The 7 secret wants of virtually every client--and how to fulfill them 6 surefire tips and phrases for firing up a lackluster meeting Murphy-prone topics to be avoided at all costs Minute-by-minute success guidelines for 30-, 45-, and 60-minute meetings 10 effective ways for handling questions and objections Follow-up strategies for maintaining Murphy-proofed, long-lasting client relationships Preparation is the key to successful sales, and the key to preparation is in knowing what could go wrong. Let Beating the Deal-Killers show you how to prepare yourself for success at your next sales meeting, by anticipating and overcoming common but deadly deal-killing disasters--and muzzling Murphy before he even has a chance to speak up. About the Author: Stephen Giglio is founder and president of the Giglio Company, a sales and executive coaching consultancy whose clients include American Express, Citibank, ESPN, and other high-profile corporations. An award-winning sales professional in his own right, Giglio and his firm have helped thousands of sales professionals around the globe hone their selling skills and instincts.