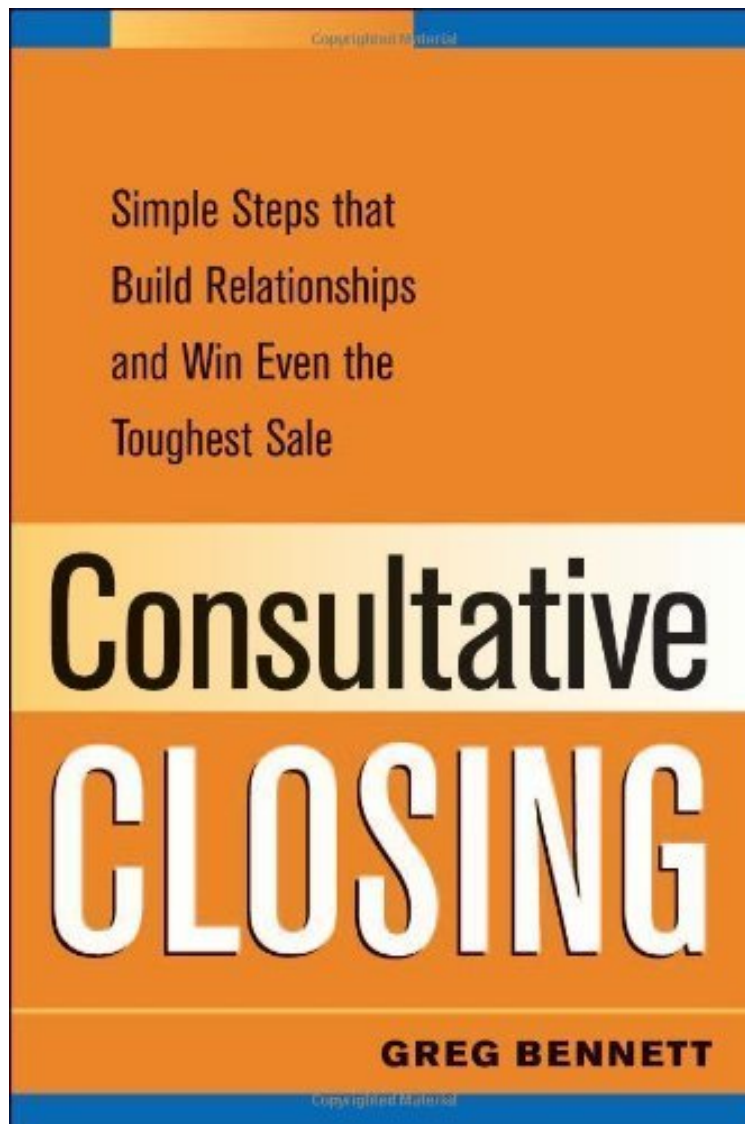


(Mobile library) Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale

## Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale

*Greg Bennett*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



#1611563 in eBooks 2006-11-14 2006-11-14 File Name: B000SFKIXG | File size: 62.Mb

**Greg Bennett : Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale** before purchasing it in order to gage whether or not it would be worth my time, and all praised Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale:

0 of 0 people found the following review helpful. Subscribe To Greg Benett's BlogBy Bill SwansenGreg Bennett is a entertaining speaker and writer. We had him speak at our annual sales meeting and I bought his book for my entire

sales team. Best investment I ever made. Greg produces a blog called "The Ugly Pond" which is one of the few sales related blogs I subscribe to and anticipate receiving each month. Greg writes in a easy to read and concise manner and is very entertaining. If you don't invite him to your next sales event you are missing out on a very insightful and entertaining opportunity. Buy this book then contact Greg. I'm sure that after talking to him you will be as excited as I am about adopting his sales strategy and following his blogs. 0 of 0 people found the following review helpful. Great Book for anyone in sales. By houinbaseball This is an easy read. I think many of the suggestions will work for any type of sales. I would suggest this book to insurance sales and financial advisors 0 of 0 people found the following review helpful. Consultative Closing By John Enjoyed the idea of the mini steps. It was a refresher for things I been doing for years. It is a great reminder of things to do!

Traditionally strategies for closing sales have involved pressuring customers, countering their stalling tactics, and overcoming their objections -- behaviors that run in direct opposition to the philosophy of the consultative salesperson. On the other hand, consultative salespeople, afraid of damaging the relationship they've nurtured by appearing too aggressive, hope the deal will close itself -- something which rarely, if ever, happens. Consultative Closing provides the solution, breaking up the closing process into small, actionable steps that help the salesperson gain gradual buy-in and establish a long-term working relationship with his or her client. The book shows readers how to: \* recognize and address a "no" without seeming pushy \* create a "maximization program" that shows how a product or service will address the client's problems and maximize their return on investment \* use visualization techniques that take clients past the moment of closing Complete with effective closing phrases and questions, this indispensable guide gives readers the tools they need to make the sale, and keep their customers.

ldquo;Bennett dishes up a wealth of both closing and consultative advice in his worthwhile book. " -Agent's Sales Journal ldquo;Bennett dishes up a wealth of both closing and consultative advice in his worthwhile book. He teaches salespeople not only how to close more sales, but also how to build lasting client relationships. Using his proven strategies and unique approaches, salespeople are certain to view the sales process in an entirely new light.rdquo; - Agent's Sales Journal About the Author Greg Bennett has been a top sales trainer, consultant, strategist, and coach since 1988. He has worked with hundreds of organizations and thousands of salespeople in a wide variety of industries, including extensive sales consultation and strategy development for over 150 professional sports teams and major universities across the country. Mr. Bennett lives in Denver.