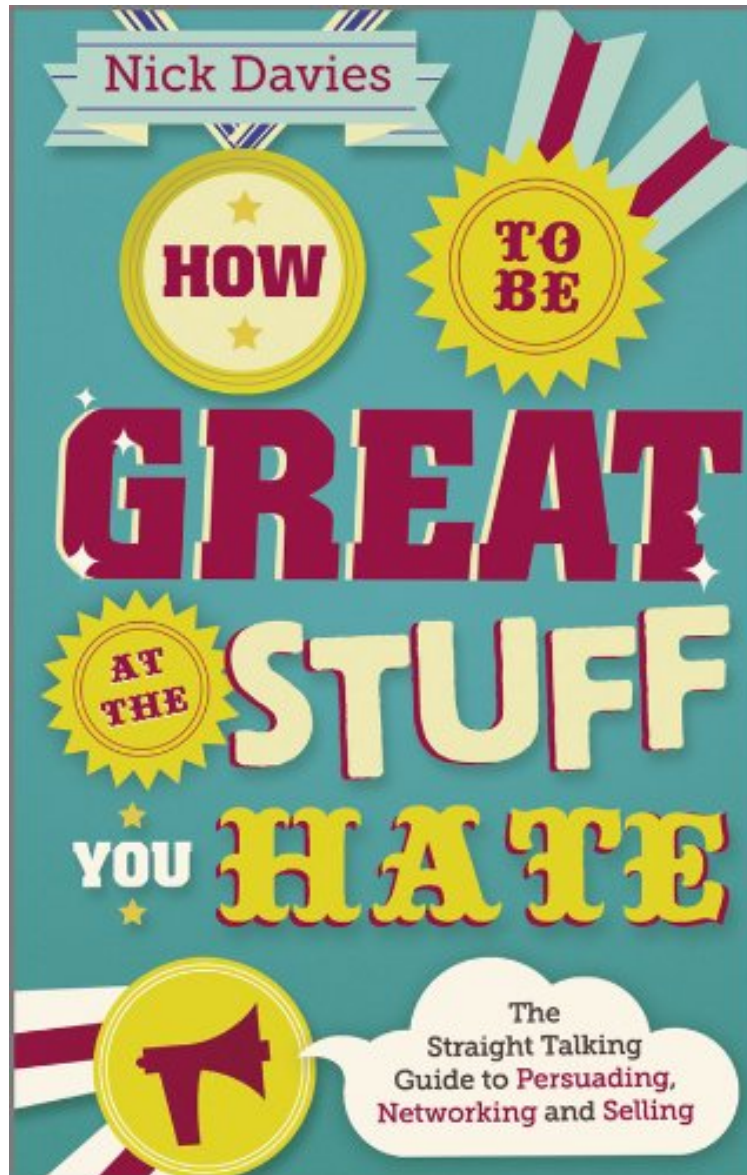


(Free) How to Be Great at The Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling

How to Be Great at The Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling

Nick Davies

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Nick Davies : How to Be Great at The Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Be Great at The Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling:

0 of 0 people found the following review helpful. The sales education for you've been missing . . .By AdamI really like this book and recommend it to anyone who needs to sell business. I am a manager in a professional service firm and Nick's advice has really helped in selling the services we offer. The book is a great read and Nick's style is refreshingly witty and light hearted.Daily work for engineers, accountant, solicitors, architects, etc is mostly spent on technical matters. Your career is built up around technical expertise and the better you are technically, the further you go in a company. Then suddenly one day you are required to sell business and generate new work, rather than actually do the work. This is where things can sometimes go a little off the rails: you say the wrong thing, act too pushy, come across as ashamed of your prices and generally fail at your new role. You walk away doubting yourself and afraid that you haven't got what it takes to succeed in this next step of your career.Thankfully, Nick Davies has been there and done that: he has sold all sorts of products and services, runs a company that teaches others how to sell and has gone on to write a book about how to be great at selling. Using this experience, Nick lays out a Business Development model: "Target, Connect, Meet, Ask". The book details each step of the model and provides examples of what - and what not - to do in various circumstances. His advice covers: deciding who to contact and how to contact them, what to do and say when you get your meeting and how to close the sale.Nick has provided a business development framework that makes sense to a me as a technical professional. He has given me confidence in my ability to win work and a step by step process to find my next deal. I encourage anyone who has gone from a producer of work to a winner of work to buy this book.I was never trained in sales, but I have to sell business for my company. Nick's book has provided the training and insight I need to be able to consistently win that business.1 of 1 people found the following review helpful. Quite usefulBy The EmperorThis contains quite a lot of helpful information. Like most of these types of book you could probably work it out yourself or get free advice on the internet but I personally found it to be useful.It is written in quite an easy and breezy style though maybe some might find the author to be a little egotistical. I appreciated the lack of waffle!Some of the suggestions might be a little too specific to the author and his personality.It is quite a quick read and it does contain plenty of practical suggestions that are pretty easy to follow.

You have to do ithellip; you might as well enjoy it No one likes a pushy, smarmy salesman ndash; no one wants to be that guy ... but most of us need to sell to some extent. How else can we get any business? We all have to do it now, whether we're lawyers, accountants or start-ups. But don't despair ndash; there's no need to go on some cringey sales training day. How to be Great at the Stuff You Hate shows you how to develop all the skills you need to sell yourself, your business and your ideas. So ditch the dread, forget the fear and start enjoying yourself! Selling isn't something you 'do' to people, it's not some dark art practised by pushy and manipulative people ndash; it's a process, it's a relationship ... it's fun! All you need to do is cut the crap, be yourself and win some business. How to be Great at the Stuff You Hate shows you how to: Pull together a target list ndash; who do you want to approach and do business with? Connect with those people ndash; writing letters/emails Master meeting and networking ndash; conquering small talk! Follow up once yoursquo;ve chatted to someoneAsk for what you want