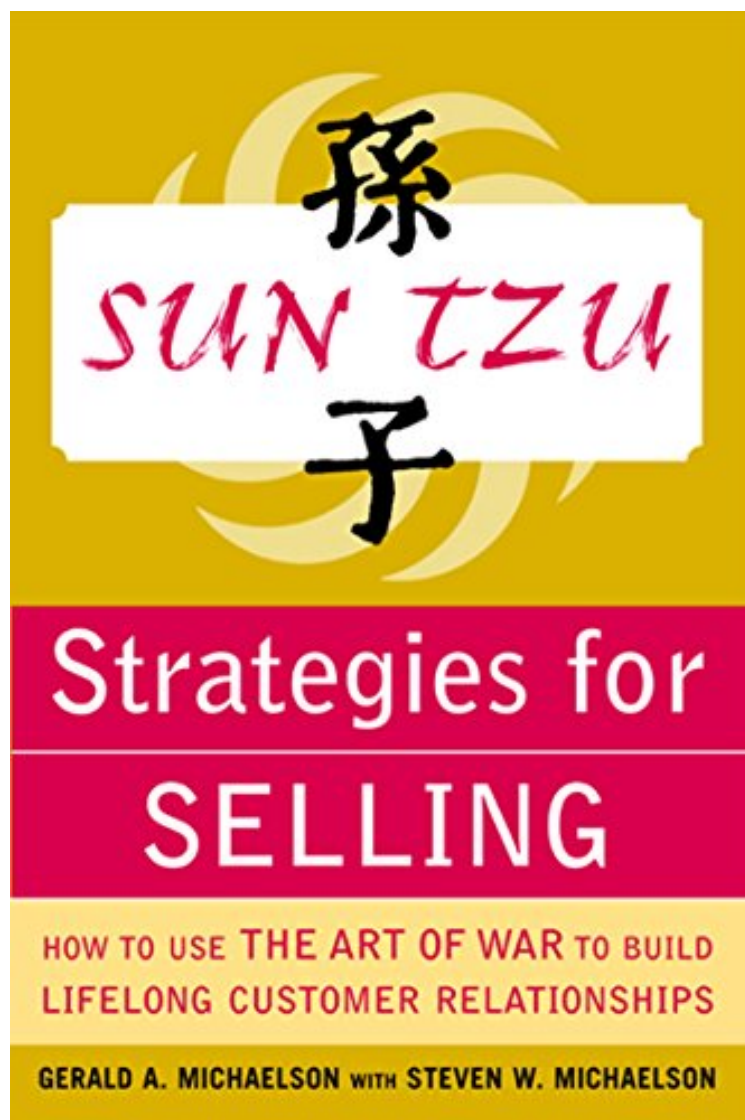


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## **Sun Tzu Strategies for Selling: How to Use The Art of War to Build Lifelong Customer Relationships: How to Use The Art of War to Build Lifelong Customer ... (Marketing/Sales/Advertising Promotion)**

*Gerald A. Michaelson, Steven W. Michaelson*  
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Gerald A. Michaelson, Steven W. Michaelson : Sun Tzu Strategies for Selling: How to Use The Art of War to Build Lifelong Customer Relationships: How to Use The Art of War to Build Lifelong Customer ... (Marketing/Sales/Advertising Promotion)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sun Tzu Strategies for Selling: How to Use The Art of War to Build Lifelong Customer Relationships: How to Use The Art of War to Build Lifelong Customer ... (Marketing/Sales/Advertising Promotion):

0 of 0 people found the following review helpful. Awesome Book!By ABC317I read this book for work. My manager recommend us all to read it and I think the knowledge provided within was great!2 of 4 people found the following review helpful. Regurgitated BolognaBy Eli RoyalPlease keep in mind I am the best salesman that ever lived. That said every once in a while I need to sharpen my skills.I am reminded that I don't know everything and need a refresher on the basics. When that happens I read a sales book, and 9 out of ten times I am reminded why I should be writing and not reading these. Here is a summary of this book in 3 lines:Features advantages benefits.Ask for the order.Know when to shut up.You owe me 10 dollars.2 of 3 people found the following review helpful. You Must Try Out This ConceptBy Happy TodayI read about Gerald Michaelson's Sun Tzu in the review section of a local daily and I promptly ordered a copy. Reading it was a rich experience and the unique ways in which Gerald Michaelson has combined ideas from the West (which concentrates on the big battle as the way to win) and the East (which aims to win without fighting) is just brilliant.I went a step ahead and took the book to a company meeting and read aloud a few excerpts, which I felt would be useful for my team. It was an interesting experience for all. The simplicity and various ways with which the concepts and wisdom of East and West can be combined to help you in achieving success, have been explained in a marvelous way. In fact, I have already used some of the sales tactics mentioned in the book.I give 5 stars to Gerald Michaelson's Sun Tzu Strategies for Selling and recommend it as 'A Must Read' for anyone involved with Selling.

Winning sales tactics from the greatest strategist of all time Through his bestselling books and popular seminars, Gerald Michaelson has established himself as the world's leading interpreter of Sun Tzu's timeless strategies for the modern business audience. In Sun Tzu Strategies for Selling, the author of the bestselling Sun Tzu: The Art of War for Managers interprets the theorist's classic battle strategies specifically to help salespeople win on the increasingly competitive sales battlefield. Packed with brilliant insights that will help anyone who sells prevail over any competitor, this new translation of The Art of War includes special notations underscoring the relevance of Sun Tzu's writings to sales strategy. It also transforms Sun Tzu's wisdom into contemporary sales advice, object lessons, and real-life "how-tos," such as: Get your strategy straight Win without fighting Have a unique selling proposition Know your competitor Aim for big wins Learn from lost sales

From the Back CoverWinning sales strategies from the greatest strategist of all time In Sun Tzu Strategies for Selling, the world's leading interpreter of Sun Tzu's timeless strategies for the modern business audience shows you how the ancient Chinese General's classic strategies can lead you to victory on the increasingly competitive sales battlefield--or, better yet, without doing battle at all! Packed with brilliant insights that will help you establish long-term relationships with your clients and prevail over any competitor this new translation of The Art of War includes special notations underscoring the relevance of Sun Tzu's writings to sales strategy. It also transforms Sun Tzu's wisdom into contemporary sales advice, object lessons, and real life actions that will help you win big sales and keep your customers coming back for more. You'll learn how to: Occupy the high ground--think positively Be willing to lose--take risks Win without fighting--develop a superior strategy Seize the initiative--beat your competitors to the punch Be flexible--change your tactics to fit changing circumstances Consolidate your achievements--sell solutions About the AuthorGerald A. Michaelson has held every field and headquarters sales and marketing position during his business career. A former national vice president of the sales and marketing division of the American Marketing Association, he presents his seminars on Sun Tzu to business audiences around the world.