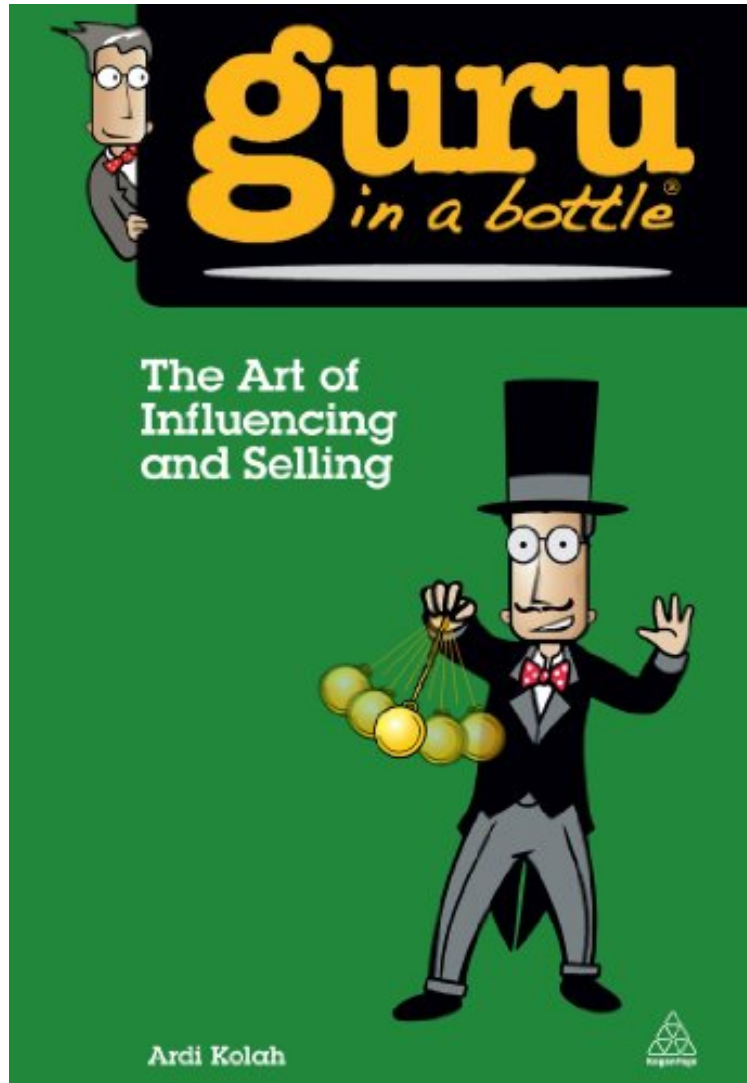


(Mobile ebook) The Art of Influencing and Selling (Guru in a Bottle)

The Art of Influencing and Selling (Guru in a Bottle)

Ardi Kolah

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Whether you're new to sales or have at least one year's experience in selling, this book will leapfrog your selling skills and understanding of sales techniques to a more sophisticated, satisfying and more genuinely customer and client-oriented level. If you're more experienced, then this book provides a comprehensive refresher which uses fresh insights, the latest ideas and practical useable tools like checklists to help you sell more and sell better. Fully reference and researched, The Art of Influencing and Selling covers: The psychology of selling a product or service; the sales

pipeline and how to ensure it's realistic; making an effective sales presentation; up-selling, cross-selling, cold-calling and warm calling; effective approaches to prospective customers and clients; how to interrogate a database of contacts to get more sales; how to write effective sales materials; the power of business networking; how to get senior level appointments in your diary and closing a sale and follow up. If you want to improve your sales performance by learning how to listen to your customer and client and collaborate with them profitably, *The Art of Influencing and Selling* is the book for you.

Sales professionals and students in marketing courses learning about sales and communication.