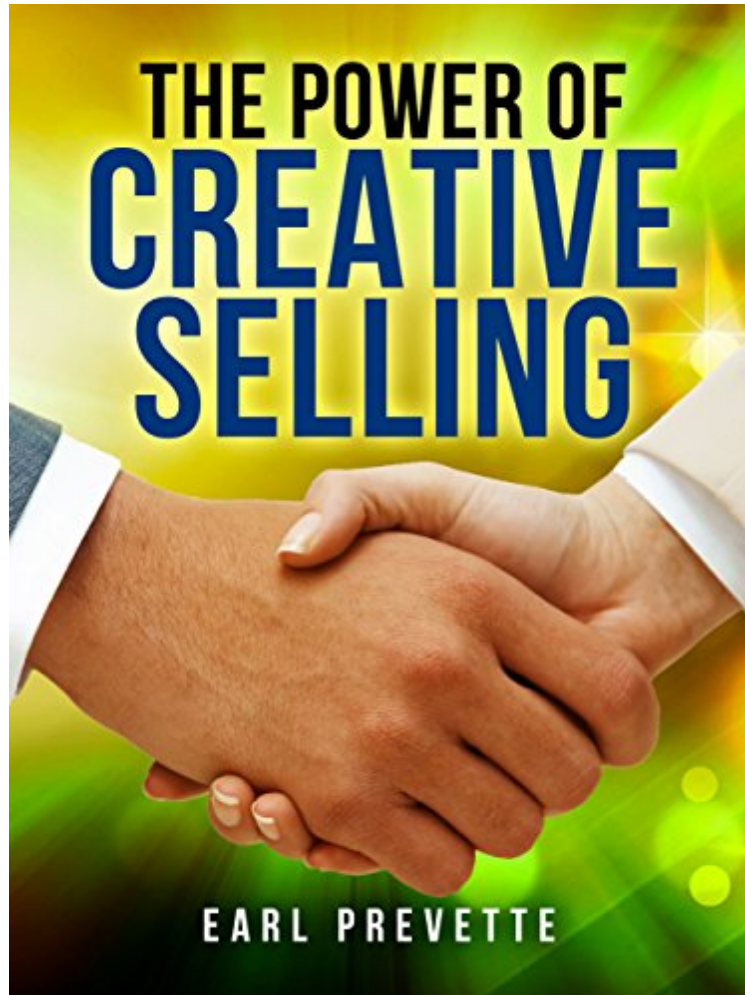


(Download free ebook) The Power of Creative Selling

The Power of Creative Selling

Earl Prevette

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Earl Prevette : The Power of Creative Selling before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Creative Selling:

Creative selling is both a science and an art. The science teaches you what to do, and the art teaches you how to do it. Creative selling is the ability and art of increasing the satisfaction of the prospect by convincing him that the thing you want him to buy will best fulfill his needs and desires. In fact, it is creating a want that did not exist before. Creative selling is an individual accomplishment. It embraces you and the power within you to think and to create. These qualities and attributes are individual, and no one but you can develop them. Therefore, my purpose is to help you to develop them by drawing on the latent forces within you. During the past 42 years it has been my good fortune to talk to thousands of people in all kinds of business, in all walks of life, in all kinds of places, and under all conditions. In

that time, I have sold both tangibles and intangibles by every conceivable selling method. I have been able to combine first-hand knowledge with experience and to make a first-hand study of the actions and reactions of people. Contents 1. I STUBBED MY TOE 2. YOUR PLACE IN OUR ECONOMY 3. How TO ATTRACT THE PROSPECT 4. How TO CREATE A SALE 5. WHY THE PROSPECT BUYS 6. HOW TO TURN OBJECTIONS INTO SALES 7. HOW TO PERFECT YOUR SALES PLAN 8. THE POWER THAT SELLS 9. THE SCIENTIFIC TIME AND WAY TO CALL ON A PROSPECT 10. THE PHILOSOPHY OF SELLING 11. How TO CLOSE A SALE 12. How THE LAW OF AVERAGES CAN DOUBLE YOUR SALES 13. THE ACCUMULATED VALUE OF SALES EFFORT 14. THE MAGIC POWER OF PERSONALITY 15. How TO MAKE APPOINTMENTS 16. WATCH YOUR WORDS 17. How TO TURN YOUR IMAGINATION INTO A JUNIOR SALESMAN 18. How TO TURN HUNCHES INTO CUSTOMERS 19. How TO GET CHARGED UP AND GO AHEAD 20. THE SECRET POWER OF CHARM 21. A LETTER HE WILL REMEMBER 22. TAKE THE BRAKES OFF 23. You LIVE IN CLOVER 24. How THOUGHT AND LOVE DO IT