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Titolo	Entrepreneurial selling : the facts every entrepreneur must know / / Vincent Onyemah and Martha Rivera-Pesquera
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Collana	Selling and sales force management collection, , 2161-8917
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Soggetti	Entrepreneurship Selling
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Nota di bibliografia	Includes bibliographical references (pages 101-103) and index.
Nota di contenuto	Part I. Sales, a journey and a destination -- 1. Filling the void in entrepreneurial discourse -- 2. Why selling is vital to entrepreneurship -- 3. Finding the right sales model for your business -- Part II. The selling process -- 4. Navigating your way to a yes -- 5. Managing interaction and engagement with prospective customers -- 6. Handling objections -- Part III. Avoiding the pitfalls -- 7. The forgotten prospects -- 8. Other common misconceptions -- 9. Sales challenges and responses -- 10. Parting advice -- Bibliography -- Index.
Sommario/riassunto	Addresses the unique challenges faced by entrepreneurs in search of buy-ins for novel ideas, products, or services. In addition to describing typical hurdles, it offers strategies to win over customers, employees, financiers, suppliers, board members, and other collaborators. While most books on entrepreneurship focus on the profile of entrepreneurs and startup capital, Entrepreneurial Selling sheds light on how entrepreneurs can excel at selling to obtain resources of all kinds. The success of a novel idea hinges on identifying, reaching, engaging, and convincing different stakeholders of its merits. Basically, entrepreneurship is not possible without the ability to sell. Based on multiyear field studies and many consulting projects with entrepreneurs in Africa, Asia, Europe, Latin America, Middle East, and North America, the insight contained herein should give entrepreneurs a "leg up" by helping them to prevent costly mistakes and increase the

odds of realizing their dreams. Ultimately, the goal is to move beyond wishful thinking and into a strong business foundation by facilitating early reality checks that will inform productive usage of entrepreneurs' limited resources.
