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Soggetti	Sales management Small business - Management Selling Customer relations Relationship marketing Electronic books.
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Note generali	Includes index.
Nota di contenuto	1 Moving Away from the Transactional Model; 2 Selling Snow to the Eskimos; 3 Putting the Relationship First; 4 Deconstructing the Myth of Benefit Selling; PART I: THE BUYER'S MOTIVATION; PART II: BENEFITS DON'T WORK; 5 Stop Using Benefits - Start Using Problem Maps™; 6 Why the USP Stops you Selling; 7 Your Emotional Selling Point and Giving Value; 8 Building Pipeline; PART I: MANAGING THE PROCESS; PART II: ENGAGING YOUR PROSPECT; 9 Routes to Market; 10 Empowering your Buyer; 11 Understanding your Purchasers; 12 Asking Questions - the Diagnosis; PART I: THE DOCTOR/PATIENT RELATIONSHIP PART II: THE FALLACY OF OPEN AND CLOSED QUESTIONS PART III: CLARITY USING PROBLEM MAPS™; PART IV: PROBLEMS AND SOLUTIONS ARE NOT ENOUGH; 13 When It's Time to Talk; 14 Objections and Concerns; 15 Traditionally It's Called Closing; 16 Following Up - Continuing the Relationship; Epilogue; Index

Sommario/riassunto

If you work in a small business, you have to know how to sell. Full stop. But selling as most people know it doesn't work anymore. It's relationships that count. Real selling is about understanding customers' goals and helping them to buy, not topping off a template presentation with a pushy attitude. So how do you put relationships first and still get results? Sales Therapy smashes the age-old sales model with an effective new approach grounded in behavioural psychology. It is natural and effortless to use because it mirrors the way people actually interact with each o
