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Titolo	The retailer's complete book of selling games and contests [[electronic resource]] : over 100 selling games for increasing on-the-floor performance / / Harry J. Friedman
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Nota di contenuto	The Retailer's Complete Book of Selling Games and Contests: Over 100 Selling Games for Increasing On-The-Floor Performance; Table of Contents; Introduction: When something is rewarding, it gets done; Chapter 1: Why Have Games?; Chapter 2: Elements of a Game; Chapter 3: Selling the Game to Your Staff; Chapter 4: Making Your Case and Establishing a Reward System; Chapter 5: Fun and Games!; Appendix A: Rewards; Appendix B: Retail Training Resources
Sommario/riassunto	One hundred ways to motivate your sales teams to outsell each other and grow your profits In most retail stores, salespeople arrive at work with little enthusiasm to sell. The truth is that retail selling can be a little boring. It's up to owners and managers to provide the spark and motivation that inspires people to excel, even when store traffic is slow. One of the best ways to accomplish that is with selling games and contests. The Retailer's Complete Book of Selling Games & Contests contains more than one hundred selling games and contests that any retailer can use to moti

