

1. Record Nr.	UNINA9910462743703321
Autore	Sobel Andrew
Titolo	Power questions to win the sale [[electronic resource] ] : overcoming nine critical sales challenges // Andrew Sobel
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2013
ISBN	1-118-65105-7 1-118-65110-3
Descrizione fisica	1 online resource (58 p.)
Disciplina	658.85
Soggetti	Selling Direct selling Business communication Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Chapter 1 The Right Question Really Can Win the Sale; Chapter 2 Clients Have Changed-Are You Keeping Up?; Chapter 3 Challenge One: Plan a Great Meeting; Chapter 4 Challenge Two: Sequence Your Questions; Scenario One: You Asked a Prospect for a Meeting; Scenario Two: You Asked a Current Client for a Meeting; Scenario Three: A Prospect Calls You and Asks to Meet; Scenario Four: A Current Client Calls You and Asks to Meet; Chapter 5 Challenge Three: Build Rapport; Questions to Build Rapport; Chapter 6 Challenge Four: Establish Your Credibility Questions to Build Your Credibility Chapter 7 Challenge Five: Understand Their Issues; Questions to Help You Understand a Client's Issues; Chapter 8 Challenge Six: Develop a Need; Questions to Explore an Identified Need; Chapter 9 Challenge Seven: Create a Next Step; Questions to Create a Next Step; Chapter 10 Challenge Eight: Position Your Proposal to Win; Chapter 11 Challenge Nine: Unblock a Sale That Is Stalled; Precondition One: There Must Be a Significant Problem or Opportunity; Questions; Precondition Two: The Executive Must Own the Problem; Questions Precondition Three: There Is Dissatisfaction with the Rate of

Improvement or Change Questions; Precondition Four: The Client Believes That You Are the Most Trusted, Highest-Value Alternative; Questions; Precondition Five: The Buyer Believes That Key Stakeholders Are Aligned to Move Forward; Questions; Chapter 12 Conclusion; Additional Resources; Excerpt from Power Questions; 1. Good Questions Trump Easy Answers; 2. If You Don't Want to Hit Bottom, Stop Digging the Hole; 3. The Four Words; About the Author; Other Wiley Books by Andrew Sobel

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Sommario/riassunto

Use the power of questions to accelerate your sales process and gain client commitment. Skillfully build rapport. Establish your credibility. Uncover a client's issues. Determine if your prospect is really ready to buy. Get commitment to a next step. Power Questions to Win the Sale provides specific strategies and techniques to help you successfully manage the most common challenges in sales. For each step in the sales process, it gives you a series of thoughtful questions that will help you rapidly turn a contact into a client. Drawing on the author's bestselling

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