

1. Record Nr.	UNINA9910464926603321
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Titolo	Buying and selling information : a guide for information professionals and salespeople to build mutual success // Michael L. Gruenberg
Pubbl/distr/stampa	Medford, New Jersey : , : Information Today, Inc., , 2014 ©2014
ISBN	1-57387-723-9
Descrizione fisica	1 online resource (222 p.)
Disciplina	025.04068/8
Soggetti	Information services industry - Customer services Online information services industry - Customer services Libraries and publishing Libraries and electronic publishing Acquisitions (Libraries) Information services - Purchasing Selling Negotiation in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Title page""; ""Contents""; ""Foreword""; ""Acknowledgments""; ""Preface""; ""Introduction""; ""Part One: The Info Proa€?Salesperson Relationship""; ""Chapter 1: People Do Business With People, Not With Companies""; ""Reading the Room""; ""Getting to Know Each Other""; ""Communicating Effectively and Creating Bonds""; ""Chapter 2: It Takes Two""; ""Guidelines for the Salesperson and the Vendor""; ""Guidelines for the Information Professional""; ""Persistence""; ""Chapter 3: Making the Most of Trade Shows""; ""The Importance of Trade Shows""; ""Selling to or Becoming a Serious Buyer"" ""Preparing for a Trade Show""""Chapter 4: The Importance of Your Words""; ""What Not to Put in Writing""; ""Communicating Honestly""; ""The Words You Choose Make a Difference""; ""Part Two: The Sales Meeting""; ""Chapter 5: Preparing for a Sales Meeting""; ""A Well-Planned Sales Meeting""; ""Preparing for a Sales Meeting""; ""Different

Meetings for Different Purposes"; "Leverage and Momentum";
"Negotiating Price"; "Using an Agenda"; "W.I.I.F.M. (Whata€?s In It
For Me)"; "Visualizing the Sales Meeting"; "Chapter 6: Sales =
Showtime"; "Being Positive Usually Brings Success"
"Making a Good First Impression""Chapter 7: Time Management: Mr.
and Ms. Clock"; "Managing Time as a Salesperson"; "Managing Time
as an Information Professional"; "Mr. and Ms. Clock"; "Chapter 8:
What a Typical Sales Meeting Looks Like"; "Before the Sales Meeting
Begins"; "Structure of a Sales Meeting"; "Chapter 9: The Importance
of Value"; "Ita€?s About Value, Not Price"; "Features and Benefits";
"The 80/20 Rule"; "Chapter 10: Breaking Down the Barriers";
"Perceived and Real Barriers"; "Technical Barriers"; "Part Three:
Closing the Sale"
"Chapter 11: Managing the Decision-Making Process""Clarifying
Expectations"; "Understanding Sales Requirements and Payment
Plans"; "Once the Decision Is Made"; "Chapter 12: Negotiating
Skills"; "Elements of Negotiation for the Information Professional";
"Handling Objections in Negotiations"; "When Negotiations Dona€?t
Work"; "Chapter 13: Terms and Conditions"; "Understanding How
Costs Are Set"; "Product Use Terms and Conditions"; "Payment
Terms"; "Chapter 14: Sales Satisfaction"; "Sales Satisfaction";
"Mileposts in Communication"; "The Post-Sales Relationship"
"Conclusion: Coping With Change""Epilogue"; "About the Author";
"Index"
