

1. Record Nr.	UNISA990001092320203316
Titolo	Bisogni privati e necessità pubbliche / testi di: F. M. Bator ... [et al.] ; a cura di Edmund S. Phelps
Pubbl/distr/stampa	Milano : Etas Kompass, 1968
Titolo uniforme	Private wants and public needs
Descrizione fisica	207 p. ; 21 cm
Collana	Economia e società
Disciplina	336.39
Soggetti	Spese pubbliche
Collocazione	336.39 BIS 1 (IEP VI 34)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910704489703321
Titolo	Defense : procurement : memorandum of understanding between the United States of America and Finland, signed at Helsinki and Washington, June 13 and August 5, 2008
Pubbl/distr/stampa	[Washington, D.C.] : , : United States Department of State, , [2012?]
Descrizione fisica	1 online resource (12 unnumbered pages)
Collana	Treaties and other international acts series ; ; 09-1003
Soggetti	United States Armed Forces Procurement Finland Armed Forces Procurement United States Military relations Finland Finland Military relations United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on February 25, 2013).

3. Record Nr.	UNINA9910778941203321
Autore	Hunter Mark <1956->
Titolo	High-profit selling [[electronic resource] ] : win the sale without compromising on price / / Mark Hunter
Pubbl/distr/stampa	New York, : American Management Association, 2012
ISBN	0-8144-2010-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (289 p.)
Disciplina	658.85
Soggetti	Selling Markup
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>CONTENTS; INTRODUCTION; CHAPTER 1: You Are Hurting Your Profit; What Is This Book Worth to You?; To Maximize Profit, Change How You View Your Customers; It's Time to Look in the Mirror; Your Confidence Drives Your Attitude; Can a Company Asking a Higher Price Really Win?; People Don't Buy-They Only Invest; Forget About Your Competition; CHAPTER 2: "Profit" Is Not a Dirty Word; Are You Chasing the Shiny Object?; Do You Think "Profit" Is a Dirty Word?; How Do We Define Profit?; What Does "Immediate Profit" Mean?; What Is Your Customer Worth Down the Road?</p> <p>Calculate Your Customer's Profitability Sustainability Factor A Big Order at the Wrong Price Isn't Worth It; Intellectual Profitability Adds Up; Minimize the Profit Takers; "Profit" Is a Beautiful Word; CHAPTER 3: Use Needs and Benefits to Command a Higher Price; Chasing the Shiny Object; Determining the Customer's Needs and Benefits; Separating Good Information from Bad; What We Can Learn About Needs and Benefits from Apple; Using Follow-Up Questions to Categorize a Customer's Needs; Needs? Benefits? What's the Difference, Anyway?; CHAPTER 4: Creating Real Value Using Your Price Point</p> <p>Forming Real Value Around Price Creating the Price Point; The Power of the Ultra-Price Package; Ultra-Prices and a Salesperson's Beliefs; The "No Negotiation" Philosophy; Sales Managers: Don't Empower Salespeople to Give Away Profit; Where Does the "No Negotiation" Policy Work Best?; Rules for an Effective "No Negotiation" Policy; Making</p>

the "No Negotiation" Policy Work, Despite So Many Rules; Using Time to Drive Value; CHAPTER 5: Prospecting That Works; Past Growth Doesn't Guarantee Future Growth; Finding New Customers Is Not an Optional Job Activity  
Prospect or Suspect? Do You Know the Difference? Is Prospecting Ingrained in Your Daily Routine?; Can't Prospect? Then You Can't Sell; What Is a Prospect?; Not All Prospects Are Created Equal; Assumptive vs. Inquisitive; Tactical Comments and Questions: The Price Squeeze; Strategic Questions Lead to Long-Term Relationships; Aim High When Prospecting; Make Prospecting Part of Your Daily Routine; Holiday Prospecting; Just Do It; CHAPTER 6: Sell More by Talking Less; How Professional Buyers Use Silence; Give Control to the Customer; How to Use Your Personality to Ask Questions  
Questions That Work for You How Much Time Do You Talk on a Sales Call?; Tactics Buyers Use to Speed Up the Sales Call; Why Salespeople Fail; An Example of Not Listening; Learn Your Customer's Language; The Best Follow-Up Questions; Put the Pride Aside: It's Costing You Money; Expand Your Question List; Do You Respect Your Customer?; The Two-Second Pause; Close Too Fast and You Lose Profit; The More the Customer Talks, the More You're Prepared for the Next Sale, Too; Keep Your Eye on the Prize; CHAPTER 7: Skip the Sales Presentation; Why Preparation Is Essential  
Preparing a Sales Presentation Does Not Mean You Will Use It

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#### Sommario/riassunto

All sales aren't created equal. This book shows readers how to close deals that truly make a profit.

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