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Autore	Miller William <1955->
Titolo	Proactive selling [[electronic resource]] : control the process, win the sale // William "Skip" Miller
Pubbl/distr/stampa	New York, : AMACOM, 2003
ISBN	0-8144-2702-2
Descrizione fisica	1 online resource (256 p.)
Disciplina	658.85
Soggetti	Selling - Psychological aspects Relationship marketing Purchasing - Decision making
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Proactive selling : having the right tools at the right time to be a step ahead -- Homework before the sale -- Initiate -- How to begin and end every sales call -- Educate the customer : two-way learning -- Qualify throughout the sale how salespeople and sales mangers should spend their time -- Validate -- Justify -- The skill of closing the deal -- Applying the proactive selling process -- Managing the proactive selling process.
Sommario/riassunto	Dynamic, proven tools and techniques that let reps think like their customers.