

1. Record Nr.	UNINA9910780272103321
Autore	Hanan Mack
Titolo	Consultative selling [[electronic resource] ] : the Hanan formula for high-margin sales at high levels // Mack Hanan
Pubbl/distr/stampa	New York, : AMACOM, c2004
ISBN	0-8144-2776-6
Edizione	[7th ed.]
Descrizione fisica	1 online resource (272 p.)
Disciplina	658.85
Soggetti	Selling Selling - Key accounts
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preliminaries; CONTENTS; Preface; Introduction The Consultative Selling Mission; 1 How to Become Consultative; 2 How to Penetrate High Levels; 3 How to Merit High Margins; 4 How to Set Partnerable Objectives; 5 How to Agree on Partnerable Strategies; 6 How to Ensure Partnerable Rewards; 7 How to Qualify Customer Proble; 8 How to Quantify PIP Solutions; 9 How to Sell the Customer's Return; Appendix A; Appendix B; Index
Sommario/riassunto	The classic sales guide that shows you how to team with buyers and boost your own profits.