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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""

Sommario/riassunto

This guide is geared to helping librarians and salespeople understand what the "other guy" is grappling with in order to achieve the best possible outcome for everyone with special attention paid to the needs and interests of the end-user public.
