

1. Record Nr.	UNINA9910811496003321
Autore	Blount Jeb
Titolo	Objections : the ultimate guide for mastering the art and science of getting past no / Jeb Blount
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2018] ©2018
ISBN	1-119-47736-0 1-119-47737-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (241 pages)
Disciplina	155.93
Soggetti	Rejection (Psychology) Selling BUSINESS & ECONOMICS / Industrial Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Asking : the most important discipline in sales -- How to ask -- The four objections you meet in a deal -- The science of resistance -- Objections are not rejection, but they feel that way -- The science behind the hurt -- The curse of rejection -- Rejection proof -- Avoiding objections is stupid -- Prospecting objections -- "Yes" has a number -- Red herrings -- Micro-commitment objections -- Buying commitment objections -- Bending win probability in your favor -- The relentless pursuit of yes.
Sommario/riassunto	There are few one-size-fits-all solutions in sales. Context matters. Complex sales are different from one-call closes. B2B is different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different. There is little black and white in the sales profession. Except for objections . There is democracy in objections. Every salesperson must endure many NOs in order to get to YES. Objections don't care or consider: Who you are What you sell How you sell If you are new to sales or a veteran If your sales cycle is long or short – complex or transactional For as long as salespeople have been asking buyers to make commitments, buyers have been throwing out objections. And, for as long as buyers have been saying no, salespeople

have yearned for the secrets to getting past those NOs. Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting* and *Sales EQ*, Jeb Blount's *Objections* is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO - even with the most challenging objections. What you won't find, though, is old school techniques straight out of the last century. No bait and switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers' resistance. Instead, you'll learn a new psychology for turning-around objections and proven techniques that work with today's more informed, in control, and skeptical buyers. Inside the pages of *Objections*, you'll gain deep insight into: How to get past the natural human fear of NO and become rejection proof The science of resistance and why buyers throw out objections Human influence frameworks that turn you into a master persuader The key to avoiding embarrassing red herrings that derail sales calls How to leverage the "Magical Quarter of a Second" to instantly gain control of your emotions when you get hit with difficult objections Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation How to easily skip past reflex r...

2. Record Nr.	UNINA9910298456503321
Autore	New Tim R
Titolo	Insect Conservation and Urban Environments // by Tim R. New
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-21224-9
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (252 p.)
Disciplina	570
Soggetti	Conservation biology Ecology Regional planning City planning Entomology Conservation Biology/Ecology Landscape/Regional and Urban Planning
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 at the end of each chapters and index.
Nota di contenuto	1. Urban environments and insect wellbeing -- 2. Insects in urban environments -- 3. Insects along urban-rural gradients -- 4. Impacts on insect communities and species5. Alien species in urban environments -- 6. Urban insect pest management: implications for insect conservation -- 7. Selected urban threats to insects -- 8. Countering insect habitat losses and change in urban areas -- 9. Providing habitats for urban insects -- 10. Landscape connectivity for urban insects -- 11. Education and cultural awareness for the future.
Sommario/riassunto	This overview of the impacts of urbanisation on insect life and of the principles and practice of insect conservation in urban environments brings together examples and urban contexts from many parts of the world, to demonstrate the wide variety of urban threats and possible remedial measures to conserve insects in spaces such as urban parks and home gardens. Discussion of changes in well studied focal insect groups such as ants and ground beetles along urban-rural gradients, of pest management in urban environments and of the great variety of

resources available amongst open ‘green spaces’ and waterbodies facilitate understanding of conservation needs. They show the possibilities for management to protect or restore individual species, entire assemblages and communities, and ecological functions, with that management extending from individual sites to landscape levels to promote connectivity and reduce site isolation by urban developments. ‘Novel habitats’, such as green roofs, are important contributors to this perspective. Participation by all levels of urban humanity, from government agencies to community groups and individuals (as citizen scientists) is needed, and the importance of promoting interests in insects and conservation amongst young people is emphasized.
