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Nota di contenuto	<p>""TITLE""; ""COPYRIGHT""; ""TO THE READER""; ""CONTENTS""; ""INVITATION""; ""PART I ATTITUDE AND SELLING SUCCESS ""; ""TWO WAYS TO GO (Make Your Choice Now)""; ""PERSONALITY AND SELLING""; ""CASE #1: A DECISION FOR RAMONA""; ""IF YOU HAVE CUSTOMER CONTACT, YOU HAVE SELLING OPPORTUNITIES""; ""WHAT CAN SUCCESS IN SELLING DO FOR YOU?""; ""YOUR ATTITUDE IS SHOWING""; ""EXERCISE: YOUR ATTITUDE TOWARD SELLING""; ""SELF-CONFIDENCE SCALE""; ""CHARACTERISTICS OF SUCCESSFUL SALESPEOPLE""; ""CASE #2: WILL JOE SURVIVE?""; ""FIRST IMPRESSIONS ARE CRITICAL""; ""COMMUNICATING YOUR BEST IMAGE""</p> <p>""THE PSYCHOLOGY OF SELLING""""ELIMINATING DOWN PERIODS""; ""PART II HOW TO PLAY THE SELLING GAME ""; ""SELLING IS LIKE PLAYING BASEBALL COVER ALL THE BASES AND MAKE A SALE""; ""TIPS ON HOW TO GET TO FIRST BASE""; ""MAKE YOUR APPROACH TO THE PROSPECT PROFESSIONAL, PERCEPTIVE, AND POSITIVE.""; ""MOST BATTERS DO NOT GET TO FIRST BASE""; ""GET TO SECOND BASE: A PROFESSIONAL PRESENTATION""; ""SECOND BASE IS NOT AUTOMATIC""; ""FACT VS BENEFITS""; ""CASE #3: WHO MADE THE SALE?""; ""MAKE THE MOVE TO THIRD BASE""; ""WELCOME QUESTIONS""; ""BUILDING A CLIENTELE""</p> <p>""CASE #4: WHO WILL BE MOST SUCCESSFUL?""""YOU CANa€?T WIN WITHOUT CLOSING""; ""GETTING HOME: HOW TO CLOSE A SALE""; ""HOW MUCH PERSUASION?""; ""CASE #5: WHO CLOSED THE SALE?""; ""SUMMARY""; ""PROVE YOU KNOW THE BASICSa€?REVIEW""; ""PART III</p>

BACK TO BASICS ""; ""SOME THOUGHTS ON SELLING IN TOUGH TIMES"";
""LITTLE THINGS COUNT""; ""LITTLE COURTESIES COUNT BIG"";
""CUSTOMER SPECIAL TREATMENT EXERCISE""; ""SELLING VIA THE
TELEPHONE""; ""TELEPHONE OPPORTUNITIES (Let your fingers make you
successful)""; ""HOW TO BE A TELEPHONE PROFESSIONAL""; ""DOING A
NUMBER ON THE TELEPHONE""
""HOW TO HANDLE THE DIFFICULT CUSTOMER""""TEN UNFORGIVEABLE
MISTAKES""; ""SELLING OCCUPATIONS PAY OFF IN MANY WAYS""; ""CASE
#6: WENDY THE WAITRESS""; ""SELLING AND TIME MANAGEMENT"";
""CASE #7: WHO WILL WIN THE TRIP TO HAWAII?""; ""REWARD
YOURSELF""; ""SALES SUCCESS FORMULA""; ""EXERCISE: DEMONSTRATE
YOUR PROGRESS""; ""LOOKING AHEAD""; ""AUTHORa€?S SUGGESTED
ANSWERS""; ""FINAL REMINDER!""
