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Autore	Gaffney Steven <1963->
Titolo	Honesty sells : how to make more money and increase business profits // Steven Gaffney and Colleen Francis
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ISBN	1-282-68633-X 9786612686337 0-470-47364-9 1-118-25620-4 0-470-47386-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (227 p.)
Altri autori (Persone)	FrancisColleen <1970->
Disciplina	174/.4
Soggetti	Selling - Moral and ethical aspects Honesty Business ethics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Top 10 sales hall of shame: when bad sales people go even worse -- Honesty: the best policy for closing sales and growing the business -- The startling truth about why honest sells -- Being honest with yourself -- The hidden costs of communication breakdowns -- Just the facts: how assumptions impact sales -- Be a life giver -- Getting the truth from everyone -- Referral selling: ensuring honest relationships from the start -- The start of your selling relationship: getting started with an honest foot forward -- Close more sales by acknowledging your clients -- The honest way to close more sales. more often. more quickly -- Overcoming objections and questions -- Turning a onetime client into a lifetime client -- Remember to practice honesty internally -- Some final thoughts.
Sommario/riassunto	Looking for an edge in today's tough selling market? Honesty Sells challenges you to abandon cliched sales techniques that rely on manipulation and deceit. Instead, by being honest and open with clients, you will be rewarded with long-term, profitable relationships-at the expense of no one but your competition... PRAISE FOR HONESTY

SELLS ""I've been in the field of sales leadership for twenty-four years with a major organization. I've recruited, trained, and developed thousands of salespeople over those years. Where has this book been? It should be a must-read for every new s

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