

1.	Record Nr.	UNINA9910482517403321
	Autore	Galen
	Titolo	Delli mezzi, che si possono tenere per conseruarci la sanita / Recato in questa lingva nostra da M. Giouanni Tarcagnota [[electronic resource]]
	Pubbl/distr/stampa	Venice, : Michele Tramezzino, 1549
	Descrizione fisica	Online resource ([8] l. (last 2 blank), 157 [i.e. 165] l., [3] bl. l , (8vo))
	Altri autori (Persone)	TarcagnotaGiovanni <1566.>
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Reproduction of original in The Wellcome Library, London.
2.	Record Nr.	UNINA9910822115603321
	Autore	Blount Jeb
	Titolo	Inked : the ultimate guide to powerful closing and sales negotiation tactics that unlock yes and seal the deal / / Jeb Blount
	Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2020] ©2020
	ISBN	1-119-54055-0 1-119-54054-2
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (339 pages)
	Disciplina	658.4052
	Soggetti	Negotiation in business
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Sommario/riassunto	Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal. Each year, sales professionals leave billions of dollars on the table because they are out gunned, out maneuvered, and out

played by savvy buyers, who have been schooled in the art and science of negotiation. Because today's buyers have more power than ever before—more information, more at stake, and more control over the buying process—they almost always enter sales negotiations in a much stronger position than the salespeople on the other side of the table. The results are sadly predictable: salespeople and their companies end up on the losing end of the deal. In this brutal paradigm, if you fail to master the skills, strategies, and tactics to go toe-to-toe with modern buyers and win at the sales negotiation table, your income and long-term earning potential will suffer—along with your company's growth, profits, and market valuation. In his new book **INKED: The Ultimate Guide to Powerful Closing and Sales Negotiation Tactics that Unlock YES and Seal the Deal**, Jeb Blount levels the playing field by giving you the strategies, tactics, techniques, skills, and human-influence frameworks required to become a powerful and effective sales negotiator. In his signature, straightforward style, Jeb pulls no punches. He slaps you right in the face with the cold, hard truth and lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you. Then, he teaches you exactly what you need to know, do, and say to gain more control and more power over the outcomes of your deals, and WIN. You'll learn: Seven Immutable Rules of Sales Negotiation Why "Win-Win" Usually Means "You-Lose" The One Rule of Sales Negotiation You Must Never Break How to Leverage the Powerful MLP Strategy to Bend Win Probability in Your Favor The ACED Buyer Persona Model and How to Flex to Buyer Communication Styles Seven Principles of Effective Sales Negotiation Communication How to Leverage the DEAL Sales Negotiation Framework to Control the Negotiation Conversation and Get Ink How to Gain the Advantage with Comprehensive Sales Negotiation Planning Strategies and Tools Powerful Negotiation Psychology and Influence Frameworks that Keep You in Control of the Conversation How to Rise Above the Seven Disruptive Emotions that are Holding You Back at the Sales Negotiation Table How to Protect Yourself from the Psychological Games that Buyers Play With these powerful ta...
