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Autore	Hanan Mack
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Nota di contenuto	Preliminaries; CONTENTS; Preface; Introduction The Consultative Selling Mission; 1 How to Become Consultative; 2 How to Penetrate High Levels; 3 How to Merit High Margins; 4 How to Set Partnerable Objectives; 5 How to Agree on Partnerable Strategies; 6 How to Ensure Partnerable Rewards; 7 How to Qualify Customer Proble; 8 How to Quantify PIP Solutions; 9 How to Sell the Customer's Return; Appendix A; Appendix B; Index
Sommario/riassunto	The classic sales guide that shows you how to team with buyers and boost your own profits.