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Nota di contenuto	<p>CONTENTS; INTRODUCTION; CHAPTER 1: You Are Hurting Your Profit; What Is This Book Worth to You?; To Maximize Profit, Change How You View Your Customers; It's Time to Look in the Mirror; Your Confidence Drives Your Attitude; Can a Company Asking a Higher Price Really Win?; People Don't Buy-They Only Invest; Forget About Your Competition; CHAPTER 2: "Profit" Is Not a Dirty Word; Are You Chasing the Shiny Object?; Do You Think "Profit" Is a Dirty Word?; How Do We Define Profit?; What Does "Immediate Profit" Mean?; What Is Your Customer Worth Down the Road?</p> <p>Calculate Your Customer's Profitability Sustainability Factor A Big Order at the Wrong Price Isn't Worth It; Intellectual Profitability Adds Up; Minimize the Profit Takers; "Profit" Is a Beautiful Word; CHAPTER 3: Use Needs and Benefits to Command a Higher Price; Chasing the Shiny Object; Determining the Customer's Needs and Benefits; Separating Good Information from Bad; What We Can Learn About Needs and Benefits from Apple; Using Follow-Up Questions to Categorize a Customer's Needs; Needs? Benefits? What's the Difference, Anyway?; CHAPTER 4: Creating Real Value Using Your Price Point</p> <p>Forming Real Value Around Price Creating the Price Point; The Power of the Ultra-Price Package; Ultra-Prices and a Salesperson's Beliefs; The "No Negotiation" Philosophy; Sales Managers: Don't Empower Salespeople to Give Away Profit; Where Does the "No Negotiation"</p>

Policy Work Best?; Rules for an Effective "No Negotiation" Policy; Making the "No Negotiation" Policy Work, Despite So Many Rules; Using Time to Drive Value; CHAPTER 5: Prospecting That Works; Past Growth Doesn't Guarantee Future Growth; Finding New Customers Is Not an Optional Job Activity
Prospect or Suspect? Do You Know the Difference? Is Prospecting Ingrained in Your Daily Routine?; Can't Prospect? Then You Can't Sell; What Is a Prospect?; Not All Prospects Are Created Equal; Assumptive vs. Inquisitive; Tactical Comments and Questions: The Price Squeeze; Strategic Questions Lead to Long-Term Relationships; Aim High When Prospecting; Make Prospecting Part of Your Daily Routine; Holiday Prospecting; Just Do It; CHAPTER 6: Sell More by Talking Less; How Professional Buyers Use Silence; Give Control to the Customer; How to Use Your Personality to Ask Questions
Questions That Work for You How Much Time Do You Talk on a Sales Call?; Tactics Buyers Use to Speed Up the Sales Call; Why Salespeople Fail; An Example of Not Listening; Learn Your Customer's Language; The Best Follow-Up Questions; Put the Pride Aside: It's Costing You Money; Expand Your Question List; Do You Respect Your Customer?; The Two-Second Pause; Close Too Fast and You Lose Profit; The More the Customer Talks, the More You're Prepared for the Next Sale, Too; Keep Your Eye on the Prize; CHAPTER 7: Skip the Sales Presentation; Why Preparation Is Essential
Preparing a Sales Presentation Does Not Mean You Will Use It

Sommario/riassunto

All sales aren't created equal. This book shows readers how to close deals that truly make a profit.
