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making the most of your telephone calls; 07 The rules of professional selling; Rule 1: Sell to people; Rule 2: Sell yourself; Rule 3: Ask the right questions; Rule 4: Listen; Rule 5: Link features to benefits; Rule 6: Sell the results; Rule 7: Don't rely on logic; Rule 8: Be selective in the use of product knowledge; Rule 9: Identify your unique sales points (USPs); Rule 10: Don't catch 'priceitis'; Rule 11: Price condition; Rule 12: Don't just talk, show; Rule 13: Don't knock the competition; 08 The sales presentation

The seven 'classical' stages09 Closing the sale; The golden rule of closing the sale; Difficult closes; Not closing; 10 The principles of professionalism; Make it easy to say 'Yes'; Use your prospects' terminology; Both win or both lose; Don't prejudge; Don't catch 'big-caseitis'; Replace that sale; Waterproof the sale; Plan each contact; Vary your voice; Be trustworthy; Tell the bad news; Welcome complaints; Sell others in; Buyer motivators; Use people's names; Say 'Thank you'; Sell the 'add-ons'; Good words; Don't talk down; Be remembered; Don't sit in receptions; 11 Giving real service

The unexpected or the extra serviceRecognizing clients' achievements; Helping your clients; Be positive; The personal approach; Handling your product; 12 Handling objections; Prevention, not cure; The three-stage process to deflect objections; Common objections; 13 Negotiation; The principles of negotiation; 14 Letter writing; Short letters work; Short paragraphs work; Make your letters easy to read; Avoid over-complex language; Avoid jargon; Keep control; Be a good news carrier; 15 Body language; Mirroring; Eyes; Space; Seating; Height; Posture; Lies; Groups; 16 Avoiding the negative

17 Don't quit

Sommario/riassunto

Richard Denny is the ""godfather of salesmanship"" and *Selling to Win* has established itself as an international best-seller and classic sales text. One of the world's most inspirational business speakers, Richard has helped countless thousands of salespeople to become high flyers, and in this bestselling book he explains how to put his winning techniques into action. This 25th anniversary edition of *Selling to Win* has been fully revised and updated and is packed with even more unbeatable sales tips. You'll find tried and tested advice on how to: get a sale when you are not the cheapest; beat
