

1. Record Nr.	UNINA9910969084803321
Autore	Etherington Bob
Titolo	Selling skills for complete amateurs / / Bob Etherington
Pubbl/distr/stampa	London, : Marshall Cavendish Business, 2008
ISBN	981-4312-39-8 0-462-09393-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (202 p.)
Disciplina	658.85
Soggetti	Selling Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Paperback.
Nota di contenuto	Cover; Title; Copyright; Contents; Introduction; 1 Who sold you this then?; 2 Never make a statement when you could ask a question; 3 Stop selling: start asking "SWOT"; 4 Features, advantages and benefits; 5 I object! (Objection overruled!); 6 How to sell in the worst of times; 7 Getting your contract signed; 8 The ubiquitous sales letter; About the author
Sommario/riassunto	Nearly everyone within a company is involved in selling at one level or another. Yet, the majority of those people are not professional frontline salespeople - they have never received any training in selling or in dealing with customers. As a result, opp