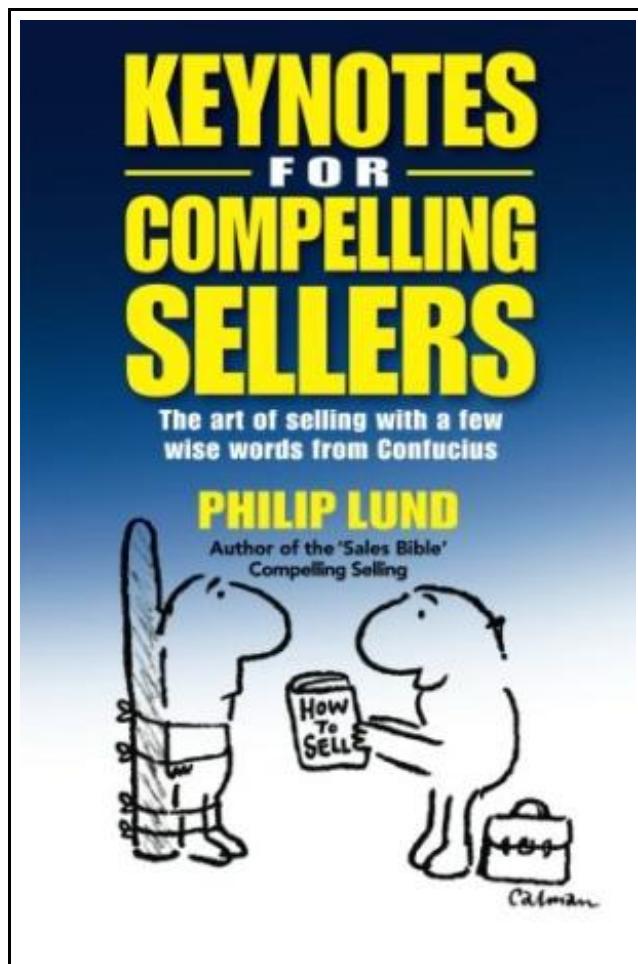


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Createspace, United States, 2011. Paperback. Book Condition: New. 200 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.Keynotes for Compelling Sellers -The Compelling Sellers Bible How To Make More Sales, 18 May 2012 By Tony Jones This is a good book, a very good book. I first read Compelling Selling many years ago and of all the books on selling I had read it was, and still is, the best. And although I had re read it several times over the years, it was only when I read Keynotes that I realised how little of what I had learned I was actually putting into practice. Keynotes made me realise how lazy I'd become and that I wasn't structuring the sale properly. When you've been selling a long time it's easy to get into bad habits and reading it reminded me of how I should be approaching the sale process. It's too easy to be unstructured; you have a pleasant conversation and end up believing that if the prospect likes you, you are going to take the order. And it doesn't work that way. Without a well structured approach to the sale you will end up having a lot of pleasant conversations going nowhere. So whether you are new to selling or someone who has been selling for years, buy this book, you won't regret it. This book has been created as a ready reference for the professional salesman who is looking for ideas, rejuvenation inspiration after a hard day in the field. It will also be useful for the new salesman, for its ideas on the sales process, as well as the person who is just interested to know how to persuade a little better. It is derived...



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