

<<年销售百万美元创收>>

图书基本信息

书名：<<年销售百万美元创收>>

13位ISBN编号：9780470045497

10位ISBN编号：0470045493

出版时间：2006-11

出版时间：John Wiley & Sons Inc

作者：Paul M. McCord

页数：201

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<年销售百万美元创收>>

内容概要

In *Creating a Million-Dollar-a-Year Sales Income*, Paul McCord sets out a detailed, yet flexible course of action that has been proven to generate referrals in virtually any sales system or environment and in any industry. This easy-to-read reference guide features compelling real-world examples of common mistakes and solutions that will transform lost opportunities into real prospects. Create the referral base that guarantees success!

<<年销售百万美元创收>>

书籍目录

INTRODUCTION. CHAPTER 1.Why Salespeople Fail. CHAPTER 2.Referrals Are the Solution. CHAPTER 3.Simply Asking for Referrals Doesn ' t Work. CHAPTER 4.Establishing the Referral Relationship. CHAPTER 5.Getting Agreement on Terms. CHAPTER 6.Negotiating for Referrals. CHAPTER 7.Earning the Referrals. CHAPTER 8.The Referral Acquisition Meeting. CHAPTER 9>Contacting the Referred Prospect. CHAPTER 10.The Next Generation of Referrals. CHAPTER 11.What if They Don ' t Buy? CHAPTER 12.Creating Referral Partnerships. CHAPTER 13.Networking for Referrals. CHAPTER 14.Common Objections to Referral Selling. INDEX

<<年销售百万美元创收>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>