

<<销售指南Selling For Dummies>>

图书基本信息

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## <<销售指南Selling For Dumm>>

### 内容概要

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want.

## 作者简介

Tom Hopkins is the epitome of sales success . A millionaire by the time he reached the age of 27 , Hopkins now is Chairman of Tom Hopkins International , one of the largest sales-training organisations in the world .

Thirty years ago , Tom Hopkins consid

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