

<<(有效推销12招)12 Cliches >>

图书基本信息

书名：<<(有效推销12招)12 Cliches of Selling, The>>

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内容概要

Written by Barry Farber, one of the country's "best known, most respected and incredibly successful sales gurus" (Entrepreneur magazine), 12 CLICHES OF SELLING (AND WHY THEY WORK) is steeped in the language and knowledge of what it takes to sell. It uses one cliché per chapter as a starting point - and mines its truth and powerful wisdom. Never take no for an answer, for example, belies the image of the stereotypical make-the-sale-at-any-cost salesperson and focuses on finding ways to get around obstacles, such as making the gatekeeper your ally and using humour to open closed doors. You never get a second chance to make a first impression shows how to sell yourself first, how to make people like, trust, and respect you, and how and why to make eye contact and keep a questioning attitude. Your attitude determines your altitude describes how to build and maintain a positive attitude, even in the face of rejection.

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书籍目录

Introduction: That's Such a Clich é s
Chapter 1: It Takes ALL Kinds
Chapter 2: Never Take No for an Answer
Chapter 3: The Relationship Is EVERYTHING
Chapter 4: Your ATTTTUDE Determines Your Altitude
Chapter 5: The HARDER You Work the LUCKIER You Get
Chapter 6" Fail to Plan, Plan to Fail
Chapter 7: It's Not WHAT You Know, It's WHO You Know
Chapter 8: Knowledge Is POWER
Chapter 9: You Can't Fit a SQUARE Peg inw a ROUND Hole
Chapter 10: Don't Sell the Steak, Sell the SIZZLE
Chapter 11: You GET What You Pay For
Chapter 12: Honesty Is the Best Policy

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