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CLOSE THAT SALE!: TEACH YOURSELF 2010 (PAPERBACK)



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Hodder Stoughton General Division, United Kingdom, 2012. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. Learn how to hone your selling skills and close more sales with this easy to read guide written by someone with extensive experience of every aspect of selling and marketing in the international arena. Based on the five stage OIMCO selling model it covers : -Opening-phase selling skills, including taking control of your selling space and sizing up the customer - Interviewing-phase selling skills, including asking open-style questions , listening actively and triggering your customer s imagination - Matching-phase selling skills , including applying the SELL formula, translating benefits into real money and mastering the art of storytelling -Closing-phase selling skills, including tuning in to buying signals, manufacturing a close and perfecting the art of silence - Objection-handling-phase selling skills, including conditioning yourself positively to objections, pre-handling predictable objections and playing CATCH with every objection raised All neatly summed up in 52 skill honing sections, with skill-enhancing exercises, to perfectly suit a busy life in sales. NOT GOT MUCH TIME? One and five-minute introductions to key principles to get you started. AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author s many years of experience. TEST YOURSELF Tests in the book to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles at to give you a richer understanding. THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you ve learnt and how to use it.



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