

<<如何掌握销售技巧How to Mas>>

图书基本信息

书名：<<如何掌握销售技巧How to Master the Art of Selling>>

13位ISBN编号：9780446692748

10位ISBN编号：0446692743

出版时间：2005-5

出版时间：Grand Central Pub

作者：Tom Hopkins

页数：387

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>

## <<如何掌握销售技巧How to Mas>>

### 内容概要

Tom Hopkins carries the standard as a master sales trainer and is recognized as the world ' s leading authority on selling techniques and salesmanship. Over 3,000,000 people on five continents have attended Tom ' s high-energy live seminars. Tom personally conducts 75 seminars each year traveling throughout the United States, Canada, Australia, New Zealand, Singapore, Malaysia, Taiwan and the Philippines. Tom Hopkins is a distinguished charter member of the National Speakers Association and was among the first to receive its prestigious Council of Peers Award for Excellence. Tom ' s talent of teaching in a creative and entertaining style has brought him a tremendous following, as well as constant demand for appearances at regional and national conventions each year. Tom Hopkins has been the subject of countless articles in publications such as U.S. News and World Report, The New York Times, The Los Angeles Times, Personal Selling Power, People magazine, Selling magazine, Entrepreneur magazine, and The Washington Post.

<<如何掌握销售技巧How to Mas>>

书籍目录

Introduction , by J.Douglas Edwards  
1.What the Profession of Selling Really is  
2.The Twelve Sources of Sensational Selling Success  
3.Question Right and Sink Your Teeth into Sales Success  
4. Creating the Selling Climate  
5. Why Don't I Do What I Know I Should Do?  
6. Learn to Love No  
7. Finding the People to Sell  
8. Nonreferral Prospecting Methods  
9. Referral Prospecting, or The Art of Getting Quality Introductions  
10. Howto Find Fortune and Felicity with the Phone  
11. A Spectator Sport, Buying Is Not  
12. Put Champion Selling Power in Your Presentations and Demonstrations  
13. Finessing the First Meeting  
14. Qualification Is the Key to Quota B  
15. The Objection Connection  
16.Closing Is Sweet Success  
17.Sixteen Power Closes for Aspiring Champions  
18.A Clutch of Moneygrabbers  
19.How to Perspire Less and Profit More From Papenwork  
20. Fortune Building Starts with Time Planning  
21. How to Sell Your Way Out of a Slump  
22. The Most Necessary Skill of All  
23. How to Sell to the Most Important People You Know  
Index

<<如何掌握销售技巧How to Mas>>

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>