

Perspectives on Increasing Sales



Whos the real sales expert: the salesperson or the consumer? Each has a different approach to effective sales and what will really move the consumer to take action. Each approaches buying and selling from a different angle - a different perspective - and without understanding both points of view, the picture is never fully complete. Perspectives on Increasing Sales is the first book to offer both sides of the story. In an easy-to-read, question/answer format, Marvin Miletsky provides the salesperson perspective while James Callander gives the customer point of view on topics including finding new leads and prospects, successful negotiations, landing an account and closing the deal, managing and improving the relationship and a whole lot more. What makes this book different from other sales-oriented books is that there is no author collaboration or sharing of information during the writing process. Neither author was aware of what the other was writing. The result is a fascinating, no-holds-barred look at increasing sales as both the salesperson and customer see it, leaving readers with a list of action items and a better understanding of core sales concepts to dramatically improve success rates.

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