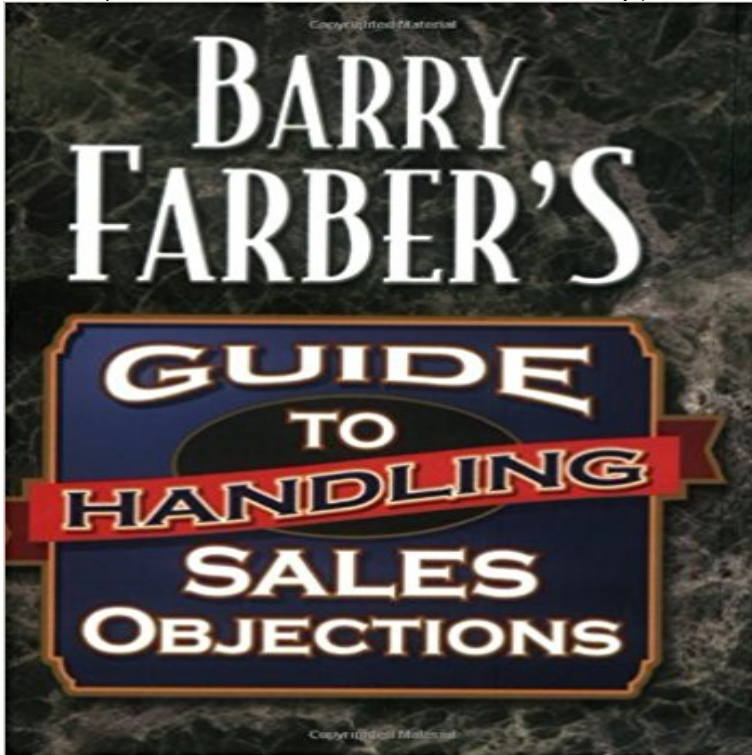


Barry Farbers Guide to Handling Sales Objections



Barry Farbers Guide to Handling Sales Objections is about the one thing that many salespeople-especially those just starting out-fear the most: Objections. That's when the customer says, I can't buy your product or service because... While every salesperson understands that objections are part of the territory, they are not always ready to handle every one of them on the spot. Barry Farber not only knows how to handle any objection that can arise, he knows the difference between techniques that work and tricks intended to fool customers into buying, but which usually end up losing the sale. Its handy size makes it easy for any salesperson to carry along on the call, giving him or her the ammunition he or she needs when those fateful objections come up...and they always do. Each chapter explains a particular family of objections, why they come up, how to uncover the prospects real concerns, and how to close the sale.

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