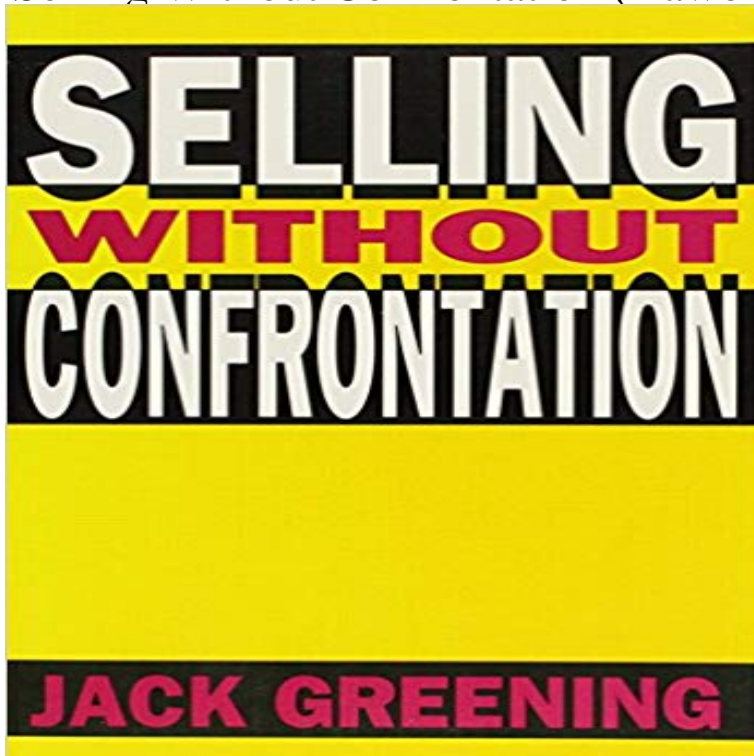


Selling Without Confrontation (Haworth Marketing Resources)



This innovative how-to guide shows salespeople how to achieve success in a highly competitive marketplace. Selling Without Confrontation contains practical and proven techniques you can use to think, act, communicate, and sell from the clients viewpoint. You will learn how to take the clients thought process from the planning and preparation stages to the closing and follow-up activities. You will also learn to see products and services as your clients view them and become more effective in evaluating the needs of clients and in developing recommendations and proposals from the clients side of the negotiating table. The sales staff of the fictitious Mammoth Enterprises showcases the correct and incorrect use of these skills, making the sales techniques come to life. Selling Without Confrontation is the business persons constant companion. It is written in salespeoples language and includes right way/wrong way case examples and studies. If you are a beginning salesperson, it is the foundation upon which you should build your selling strategies; if youre a veteran, youll find it a revitalizing way to re-establish fundamental skills that have been eclipsed by years of bad habits. Incorporated with handy checklists and exercises to help you practice and retain concepts and ideas, youll refer to this book again and again. Using this clear, concise guide, you will learn how to: plan and prepare for productive initial and follow-up sales contacts that achieve maximum results develop a tool box of benefits supported by relative features and details from which to produce a solution to a clients specific need uncover clientsobjectives, needs, and concerns and present viable solutions to answer those needs conduct productive, worthwhile two-way communication effectively handle negative emotions and turn questions, complaints, and objections into real sales opportunities see the value

of selling blueprints close more sales and expand their client base increase profit and return on investments build long-term, productive business relationships As a whole, this book helps you visualize the complete flow of each business contact and teaches you to make adjustments in your techniques by anticipating clients reactions at each step in the negotiating process. Each chapter is also a complete module that can be isolated and used for mini-training sessions or seminars. Selling Without Confrontation is an extremely informative and practical book for everyone involved in sales--from sales and marketing executives, veteran and newer sales professionals and business consultants, product/service marketers, and inside sales and telemarketers, to marketing students, continuing education participants, sales/marketing counselors and trainers, and trade associations.

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