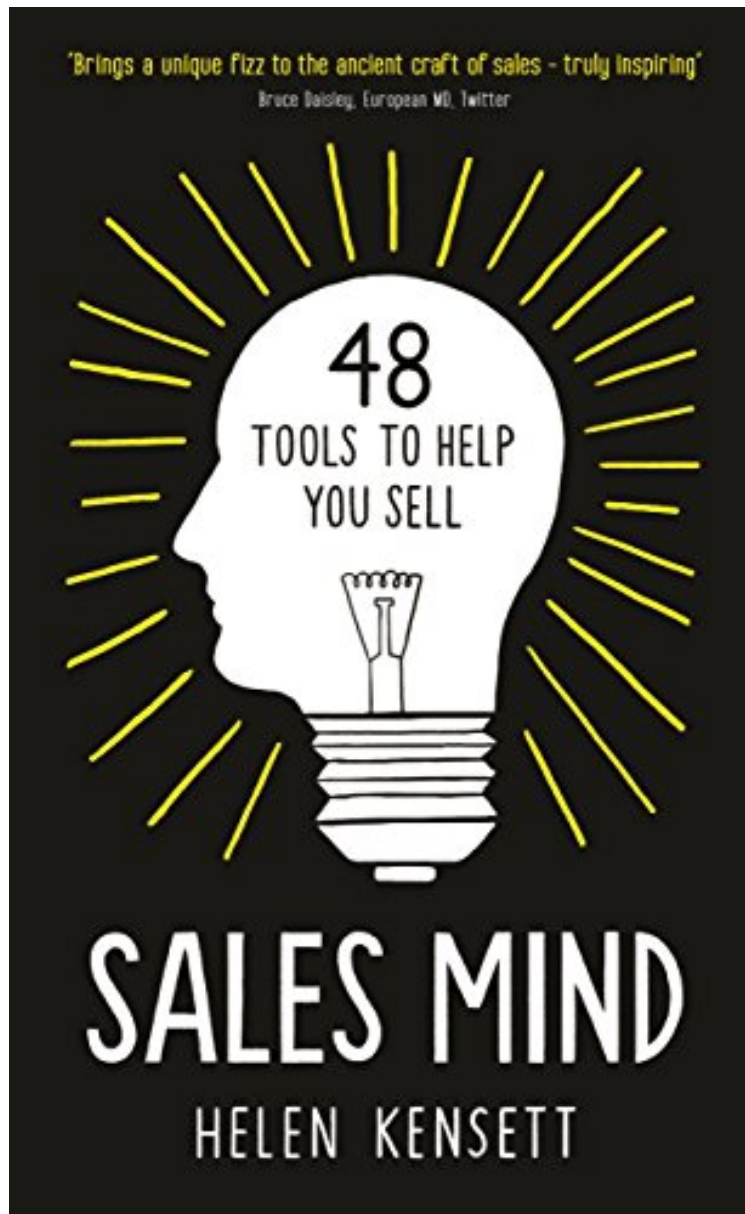


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## Sales Mind: 48 tools to help you sell

*Helen Kensett*

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**Helen Kensett : Sales Mind: 48 tools to help you sell** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Mind: 48 tools to help you sell:

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to help you sell. The book offers clear illustrations on the tools and some pages where you can put your personal note, so the book actually becomes your selling workbook. The book is great value for money as a compact hardcover which makes it easy to take with you on a train commute or flight. I use it as my personal sales compact guide and get back to it every now and then. Jean Quaedvlieg Merchandise Academy

We're all selling something every day, whether at work or closer to home. But with advanced technology and mass competition, it's never been harder to capture people's attention. That's why we need to develop our sales mind: mastering our innate selling skills will help us cut through the noise in any situation. Drawing on the wisdom of psychology, mindfulness and cultural history, as well as a lifetime in sales, Helen Kensett has created 48 beautifully illustrated tools to help you: - become more focused, and develop a more mindful approach - gather crucial knowledge about your buyer, market and what you're selling - identify and communicate clearly the key aspects of your pitch - up your creativity, generate the best ideas and close the deal. From quick tricks for getting focused to simple skills like writing killer emails, Sales Mind is full of practical tools, real world tips and psychological insights to help you improve your selling at every step.

Challenges your thinking about what it takes to be successful in today's ever-changing sales world. It's filled with practical tools to enhance your mindset and improve your skill set. -- Jill Konrath, bestselling author of 'SNAP Selling' and 'Agile Selling' Brings a unique fizz to the ancient craft of sales - it's impossible not to be inspired by this brilliant new guide -- Bruce Daisley, European MD, Twitter About the Author Helen Kensett is a sales expert. She runs The Convince Consultancy, which helps businesses in crowded markets create compelling sales and marketing campaigns and advises a plethora of technology startups on their direct sales efforts. Through her brand Sales Mind she equips national and international sales teams with the mindset and skills to sell more. Clients include some of the world's most exciting and innovative technology firms, as well as more established companies such as Google, Channel 4, the Telegraph and KPMG.