

(Mobile book) Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results

Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results

Thomas Freese

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"Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they had ever experienced!"
Alan D. Rabrer, Director of Sales, Hewlett-Packard, Western Region

Secrets of **QUESTION BASED SELLING™** How the Most Powerful Tool in Business Can Double Your Sales Results

Thomas A. Freese

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Thomas Freese : Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results:

0 of 0 people found the following review helpful. Highly recommend for anyone in salesBy ColltraneLearned a lot from this book that I've been able to use for years! Highly recommend for anyone in sales.0 of 0 people found the following review helpful. Very highly recommendedBy Fred BartholomewAn excellent book to get your prospects

talking to you and open up. Stop asking "closed ended" questions. It really helped me turn my sales calls into more of a conversation, allowing the prospect to feel they are buying rather than being sold! Huge difference! Your moving from being a salesperson to a consultant in your customer's view

2 of 2 people found the following review helpful.
Very Good Companion Book
By Steve Allison
Having worked in the sales profession for 25+ years from "pounding the pavement to national accounts and ultimately leading sales teams", I'm always on the lookout for a more information to continue building upon my craft. This book by Thomas Freese is very good. As a seasoned professional, it reminds me of how important asking the right questions is and selling is not telling but listening. I don't believe any one book is "the magic fairy dust" we look for to move us to the next level, but it's definitely one every PROFESSIONAL sales person should read. It's a nice companion to "You'll Never Get No for an Answer" by Jack Carew. These two together will take your career to the NEXT LEVEL.

Question Based Selling (QBSreg;) is a commonsense approach to sales, based on the theory that "what" salespeople ask-and "how" they ask-is more important than anything they will ever say. This technique makes sense because in order to present solutions, you first must learn your customer's needs. How do you uncover a prospect's needs? By asking questions. But not just any questions. You must ask the right questions at the right time. And this book provides a step-by-step, easy-to-follow program that does just that. With this proven, hands-on guide, you will learn to:--
Penetrate more accounts--Establish greater credibility--Generate more return calls--Prevent and handle objections--Motivate different types of buyers--Develop more internal champions--Close more sales...faster--And much, much more

From Booklist
Freese has uncovered a new twist on an old adage. If you walk in your customer's shoes, you'll be better able to sell to him or her. Using that philosophy, he wields the power of questions, from introductory telephone gambits to the final presentation, inserting a query into virtually every contact with the prospect. Instead of the same old blah, blah, blah at the beginning of a conversation, he recommends a simple "credentialing"--name, company, product, service--that ends with "Did I catch you at a bad time?" The process gets better. There's a detailed description of every stage--curiosity, credibility, needs development, present solutions, and commitment. There are sample dialogues, what-ifs, and rules to remember. Most of all, his "revolutionary" approach is, as he himself will admit, based on great common sense; why not engage prospects by asking them about themselves first? Barbara Jacobs
Copyright copy; American Library Association. All rights reserved "After we implemented Question Based Selling at GE Capital, we literally doubled our sales figures in six months." -- Jim Elliott, President, GE Capital, IT Solutions
"Question Based Selling is a proven sales methodology and Tom Freese is a sales phenomenon. He will show you how to differentiate yourself and your product, and he will increase your sales results." -- Steve Huey, Vice President, Compaq Computer Corporation
About the Author
"As a salesperson, I was bored with the same old...same old. I had already attended all the 'standard' sales 101 training, and frankly, I had endured all the 'hype' I could stand. What I really wanted was a methodology that would increase my effectiveness and differentiate my value in every aspect of the sales process. That's why I created Question Based Selling." --Thomas A. Freese
The first time Tom Freese oversold his sales quota by 200%, everyone thought it was a fluke. When he did it again, they figured he must be some sort of "freak." But over and over again, for seven consecutive years, Tom not only exceeded his sales quota, he doubled it. Suddenly, his success was more than a trend, it was a business phenomenon. With 17 years in the trenches of sales and management, QBS is the culmination of a life long journey which brought Tom to the top of his field in sales, and which has now brought him to the top again, as one of the foremost authorities on sales methods, buyer motivation, and selling strategy. Tom Freese now lives in Atlanta, Georgia with his wife and two children. Currently he is opening QBS affiliate offices throughout the country to handle the demand for QBS sales training. In his spare time, Tom is also working on his next book project.