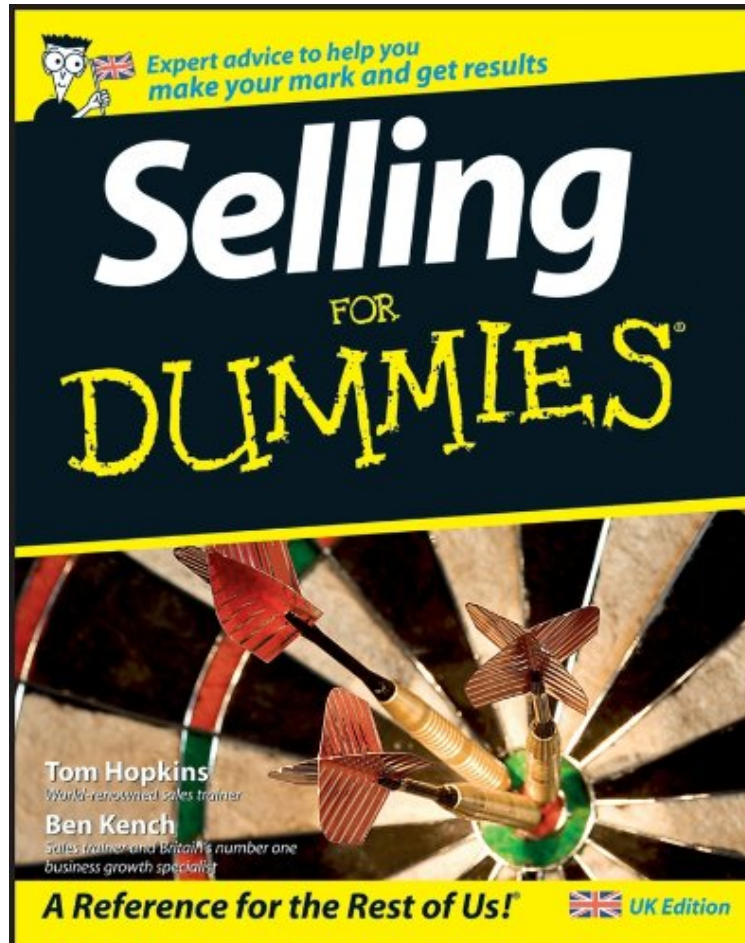


Selling For Dummies

Tom Hopkins, Ben Kench

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Tom Hopkins, Ben Kench : Selling For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling For Dummies:

1 of 1 people found the following review helpful. A good 'Dummies' title By Sussman For me this book delivers tips, methods and best practice in a straight-talking guide, that is well organised and laid out in a good user friendly format. Rather like the better titles in the Dummies range, this guide helps you develop the sales, communication, and negotiating skills you need to bring to the fore for successful sales presentations. I believe that it also helps the proactive reader to win and retain clients, maintain your self-confidence, and enable you to get the results you want. The other good thing with this publication is that you can take what you want and need. This title may not be to everyone's tastes, and for the more experienced sales people this may come over as being 'basic'. Sales and the ability to sell is not a skill that I have, however, it is an area that I am very interested in and I believe that this guide is very informative and worthy of a good four stars.

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new

product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want.

From the Back Cover Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want. About the Author Tom Hopkins is a bestselling author and world-renowned sales trainer. Ben Kench is a motivational speaker and the Managing Director of ABC Training and Development, which specialises in business growth.