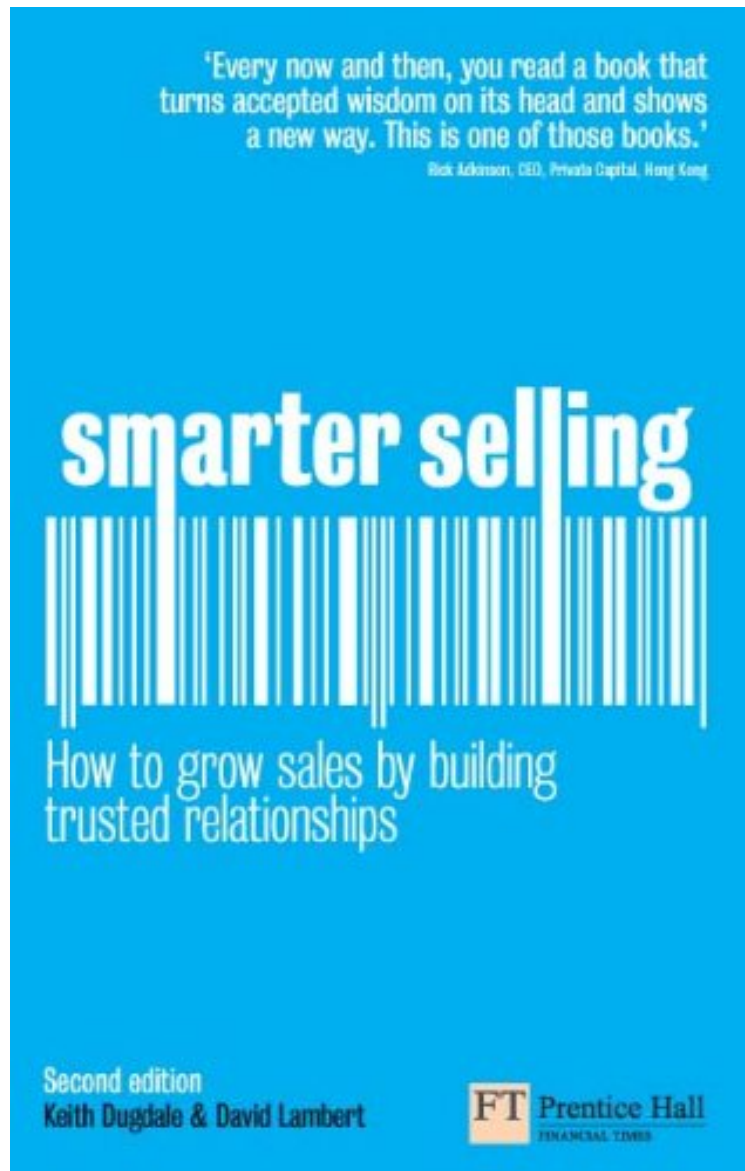


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Smarter Selling: How to grow sales by building trusted relationships

David Lambert, Keith Dugdale

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David Lambert, Keith Dugdale : Smarter Selling: How to grow sales by building trusted relationships before purchasing it in order to gage whether or not it would be worth my time, and all praised Smarter Selling: How to grow sales by building trusted relationships:

0 of 0 people found the following review helpful. I'm glad that a colleague recommended this book to meBy JennyI'm someone who didn't think of myself as a salesperson. This book showed me how to tap the power I have within to be great at selling our innovative product, particularly to discerning professional service firms. I believe it's made my

company a lot of money. The book's all about authenticity. Reading it I was reminded how when Britain - in a massive PR marketing campaign - declared themselves to be 'cool', but the public thought that was the uncoolest thing ever. Because more than ever the public is cynical and you can't fake it. You'll be judged on what's really inside. And this is what Smarter Selling drives at. Get real in your relationships and that's what your customers will judge you on. They'll know if you're truly there for them. I appreciated how the book presented theory and necessary mindset. And then followed with practical tools to implement the ideas. The section on 'Value Sheets' is particularly useful. I'll recommend this book as it was to me. 0 of 0 people found the following review helpful. Great read, it will change your life. By Christine I love this book. David Keith talks about the genuine techniques needed to become a trusted advisor and not a salesman. It will make you feel uncomfortable at times, but once you practice their techniques the results will be tremendous. I really enjoyed the book, and so do the many people I buy the book for. 0 of 0 people found the following review helpful. Great Book. By Matthew Peter I had to pick this book up for a class I'm taking and it's a book I think I will probably keep after the class is over. Really good read for anyone in a sales slump and looking for some fresh ideas.

This book shows readers the smarter way to sell - by building trusted consultative relationships with their customers. Whatever you are selling, this book will help you do it better, and feel better about doing it. By switching your focus from the hard sell to building more trust and adding more value, you will end up not just with more satisfied customers, but with more sales as well.

From the Back Cover: "Every now and then, you read a book that turns accepted wisdom on its head and shows a new way. This is one of those books." Rick Adkinson, CEO, Private Capital, Hong Kong. "Success in the consultative sale is all about creating customer value from every meeting, but few salespeople know how to do this. This book has many useful and practical ideas to help salespeople improve their value-creating capabilities." Neil Rackham, best-selling author of SPIN Selling. "The tools covered in this book will help any sales person who wants to make the shift from a traditional to a consultative approach and ultimately towards becoming a trusted advisor." Charles H. Green. Best selling co-author of The Trusted Advisor. "The Smarter Selling approaches really improved our people's ability to engage with clients and spot opportunities to deliver additional value." Tom Keller, President, Iron Mountain Eastern Europe and Scandinavia. **SHOWS YOU THE SMARTER WAY TO SELL: BUILDING TRUSTED, CONSULTATIVE RELATIONSHIPS WITH YOUR CUSTOMERS** Whatever you sell, this book will help you do it better, and feel better about doing it. By switching your focus from the hard sell to building more trust and adding more value, you will end up not just with more satisfied customers, but with more sales as well. About the Author Keith Dugdale is the CEO of Inparallel Australasia Pty Ltd, an Australian based specialist in human behaviour in the workplace. Keith worked for many years with business consultants PricewaterhouseCoopers in the UK, China, Singapore, Hong Kong and Australia. David Lambert is the CEO of MenTaction Limited, a Hong Kong based specialist communications and training consultancy. Previously, David has worked for five years with a specialist corporate communications consultancy in the UK and for eight years with business consultants PricewaterhouseCoopers.