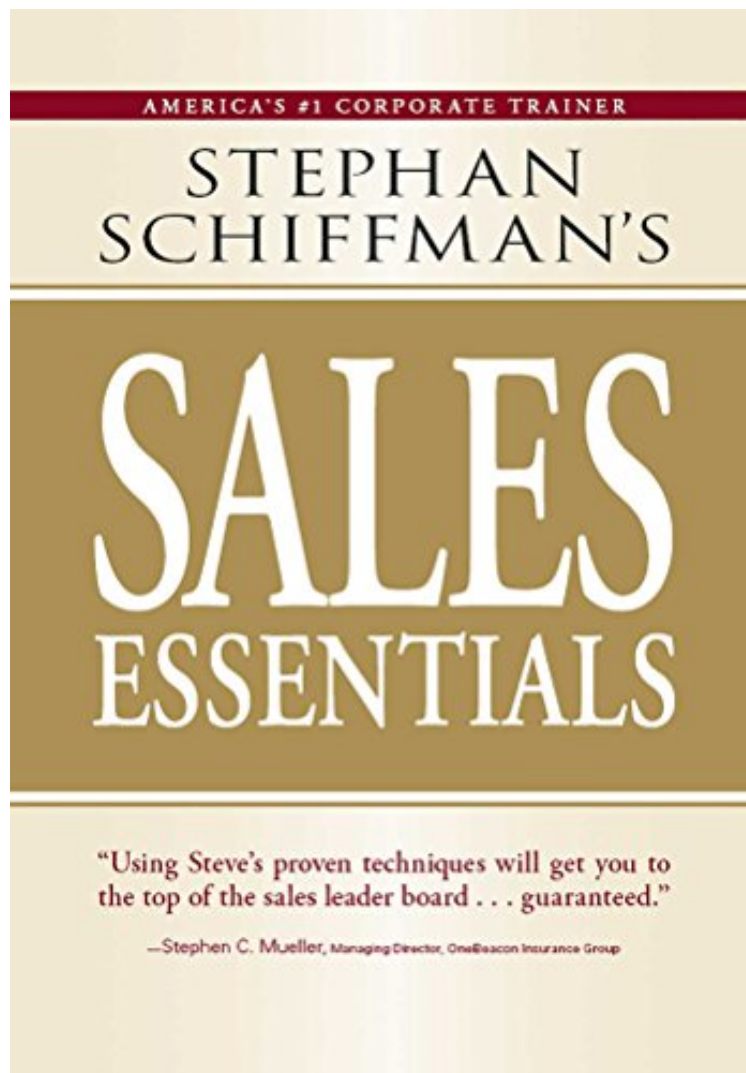


[Pdf free] Stephan Schiffman's Sales Essentials: All You Need to Know to Be a Successful Salesperson-From Cold Calling and Prospecting with E-Mail to Increasing the Buy and Closing

Stephan Schiffman's Sales Essentials: All You Need to Know to Be a Successful Salesperson-From Cold Calling and Prospecting with E-Mail to Increasing the Buy and Closing

Stephan Schiffman
audiobook / *ebooks / Download PDF / ePub / DOC



#450986 in eBooks 2007-12-01 2007-12-01File Name: B001PBSDVQ | File size: 24.Mb

Stephan Schiffman : Stephan Schiffman's Sales Essentials: All You Need to Know to Be a Successful Salesperson-From Cold Calling and Prospecting with E-Mail to Increasing the Buy and Closing before purchasing it in order to gage whether or not it would be worth my time, and all praised Stephan Schiffman's Sales Essentials: All You Need to Know to Be a Successful Salesperson-From Cold Calling and Prospecting with E-Mail to Increasing the Buy and Closing:

0 of 0 people found the following review helpful. Best personal sales book I've ever read!By Ed FerrierSales Essentials by Stephan Schiffman is the best book on personal sales I have ever read. I keep several copies on hand and give them out to struggling salespeople.0 of 0 people found the following review helpful. Five StarsBy CustomerI love it!2 of 3 people found the following review helpful. This book helped me a lot.By LadyJI loved this book.My sales weren't as good as I needed to reach my goals, and I was getting discouraged. I purchased this book and learned many skills to improve my cold calling, initial meetings, and closing skills. Stephan Schiffman takes you through the entire sales process and helps you identify areas of weakness. He teaches you responses to objections when you are cold calling via telephone and provides many different scenarios for application of his techniques. One primary benefit of the book was that I could apply what I read immediately.This book helped me improve the number of closes I was making by giving me appropriate questions to ask when I was in the initial meetings. This new way of questioning has enabled me to truly tailor my product and presentation to the specific needs of the prospect, and as a result, many of these prospects are now my customers. I have also been able to schedule more follow-up meetings.The previous review states that Mr. Sciffman has simply re-written a previous book, but since this is the first book of his I have read, all of the information was new to me.I have given this book 5 stars, and will be referring back to it regularly. I also purchased Stephan Schiffman's "250 Sales Questions to Close the Deal."I think this book will benefit anyone who is not getting the results they want, and knows that something must change. This book helped me change for the good.

Having trouble closing your deals? Hitting a frustrating plateau with your sales numbers? Feel that upselling is a lost cause? Let sales guru Stephan Schiffman drive your sales pitches up a notch with his tried-and-true techniques - and get results immediately!Stephan Schiffman's Sales Essentials includes time-tested tips on:Mastering the cold callUsing email as a selling toolRaising the stakes to "up" your next buyClosing the deal - every time! Plus, you'll also find 50 surefire questions to ask to make deal after deal, year after year. Packed with insider information you need to beat the competition, you can't afford not to read Stephan Schiffman's Sales Essentials!

About the AuthorStephan Schiffman, America's #1 Corporate Sales Trainer, is president of D.E.I. Management Group and has trained more than 500,000 salespeople. He is the author of dozens of bestselling books, including The 25 Sales Strategies That Will Boost Your Sales Today!, The 25 Most Common Sales Mistakes and How to Avoid Them, and The #1 Sales Team. His clients include Aetna, ATT, Blue Cross/Blue Shield, Boise Office Solutions, ChevronTexaco, Cox Communications, EMC, FedEx, IBM, Merrill Lynch, Motorola, The New York Times, Sony, and Waste Management.