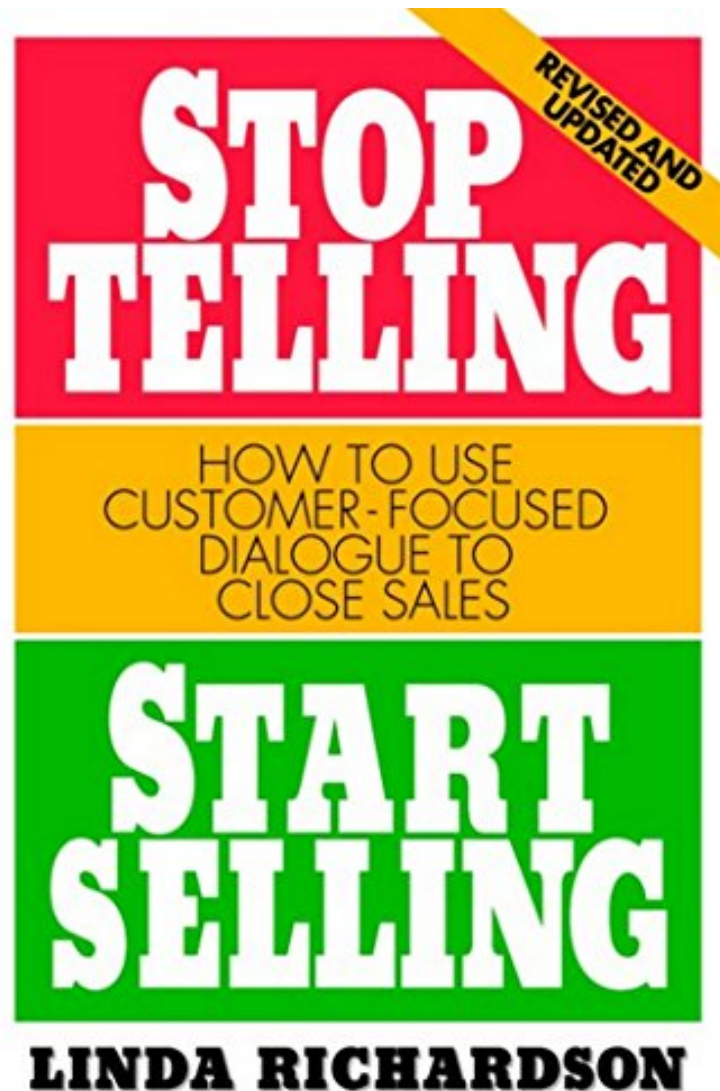


(Ebook pdf) Stop Telling, Start Selling: How to Use Customer-Focused Dialogue to Close Sales

Stop Telling, Start Selling: How to Use Customer-Focused Dialogue to Close Sales

Linda Richardson

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Linda Richardson : Stop Telling, Start Selling: How to Use Customer-Focused Dialogue to Close Sales before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stop Telling, Start Selling: How to Use Customer-Focused Dialogue to Close Sales:

0 of 0 people found the following review helpful. This book will change the way that we sell to our customers in 2017! By Paula Nienhueser This book has revolutionized the way I go to market with my company products. My regional manager suggested that her team read the book, "Stop Telling and Start Selling" about 3 months ago. I work

for a large national company and ever since I've read this book our company has decided to use this style of selling to our customers. I would recommend this book to anyone who is in sales and looking to be able to connect with their customers and learn more about what they need versus what we want them to have. It's an easy to read book in plain layman's terms. I promise you will want to keep it with you to refresh on a weekly basis. 1 of 1 people found the following review helpful. Sales Cont. EduBy BigTSpearSales Growth Book. If you are in sales and don't know this you probably aren't selling anything and should consider a career move. 2 of 2 people found the following review helpful. Want to improve interpersonal skill? Must read this book By Wo Wei Yan I would like to recommend this book to everyone who keeps in human relationships. The six critical dialogue skills improve my daily life, from client relationship to my family relationship. I don't think this is a selling book. Richardson teaches me how to behave well. There is not dramatic impact on my performance, instead, my interpersonal relationship improved. Why a good man become guilty man in front a customer? This is because he speak too much. The trainer teaches him dictate the boring FABs. He likes his products more than the client. Stop Telling's dialogue framework change my believe. Just ask and listen, then I can position my product to meet the client needs. The most valuable thing I learn is the six critical dialogut skills: 1. Presence 2. Relating 3. Questioning 4. Listening 5. Product Positioning 6. Checking Everyone who serious about human relationship must learn these skills. One neg point of this book is there is no selling step. The newer book Perfect Selling is perfect complement. Other books such as Robert's Customer Centered Selling and Thomas' QBS benefit me in different aspects. In my oppinion, in real world situation, the client's mind is always change. The seller have to follow the client. The seller must keep sensitive to client's change. The six critical skill of dialogue should use throughout the whole process.

In this revised edition of her best-seller, noted sales consultant Linda Richardson offers salespeople the tools they need to successfully use customer-focused, dialogue selling. Featuring real-world dialogue samples, helpful dos and don'ts, self-tests, checklists, and other useful tools, this guide offers insight on every aspect of face-to-face selling, from the initial introduction through the needs identification and the negotiation of terms and price to the successful close, with prime emphasis on the six critical skills necessary to the dialogue-driven sales call: presence, rapport building, questioning, listening, product positioning, and checking.

From the Back Cover In just a few short years since its publication, Stop Telling, Start Selling has become a leading textbook for sales training, used by more than 150 of the world's leading corporations. Why? Because it shows how to differentiate yourself, your product, and your organization in a hypercompetitive world of look-alike products. The secret weapon is "dialogue selling" and this book shows you how to do it. "Much of what appears to be 'consultative selling' today is a masquerade for product selling," explains Linda Richardson, sales training consultant to many of the Fortune 500 and author of Selling by Phone and Sales Coaching. If you want to earn your customer's interest, trust, and business, STOP telling the customer about your product or service. Go beyond "customer focus." START a true customer dialogue. In this newly revised and updated edition of Stop Telling, Start Selling Richardson teaches you the critical skills you need to revitalize your sales process, including how to: Understand your customer's political, personal, and business needs Position your message so it is important to your customer Unlearn manipulative tactics that can kill a sale early on Gather customer feedback to adjust your message as you go Maintain selling momentum and shorten the sales cycle Stop Telling, Start Selling will help you truly listen to customers and put them first, that's what it takes to win the trust and the business of today's sophisticated customers. About the Author Linda Richardson is president of The Richardson Company in Philadelphia, a sales training firm with more than 160 clients, including Morgan Stanley, Johnson Johnson, Aetna U.S. Healthcare, Citibank, Andersen Consulting, Tiffany Co., Dell Computers, and Lucent Technologies. A member of the faculty of the prestigious Wharton Business School, she is the author of six books, including Selling by Phone and Sales Coaching; Making the Great Leap from Manager to Coach.