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## Quick Guide - How Top Salespeople Sell: For New or Seasoned Sales Professionals, Managers and Ceos. (Paperback)

By Paul C Burr PhD

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This 30-page article bears from my research, consulting, direct selling experience and coaching within global corporations over a twenty year period. The companies I worked for directly, or in a freelance capacity with, included: IBM, Cisco, Accenture, Xerox, American Express, Standard Chartered, BP and Reckitt Benckiser. Within you will discover how and why top salespeople outsell moderates . Summary bullet-points: - Customers fundamentally only ask four questions: 1. Do I trust you? 2. What value do you bring to the table? 3. Are you the right person/organisation to do business with? 4. How does it work (i.e. feature/benefits) or how will we work together? - Moderate performing salespeople often answer these four questions in reverse order. - Top performers do things better and differently; they, - Focus firstly on Questions 1 and 2 - Ask better questions that nurture insight and instil passion - Guide customers sensitively on a spiral journey in and out of the problems they face. The dualistic nature of this journey inspires action. - Engage the customer to evaluate the consequences of both action and...



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