

# The New Conceptual Selling

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Cases *Stephen E. Heiman Robert B. Miller Stephen E. Heiman Miller Heiman Staff V. Ralph  
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a tested step by step reliable system for managing sales after an initial visit this handbook  
shows how to get a commitment on every call

identify customer needs tailor each sale to a particular client and earn and maintain credibility  
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conceptual selling is the only help available to a sales professional to deliver what the customer  
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around the world conceptual selling is a non manipulative process that puts the emphasis firmly  
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there now exists a wealth of tools and techniques that can determine if and how a site is  
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