

Win Win Selling Turning Customer Needs Into Sales 3rd Edition Wilson Learning Library

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the counselor approach to sales gives both buyer and seller a win relating discovering advocating and supporting stages lead the way to measurable sustainable success

differentiating your company's products and services in the marketplace is a big challenge these days but a company's sales force can gain sustainable advantages if it adopts the counselor approach a win win mind and skill set based on trust problem solving and side by side work between seller and customer makes buying easy and because the seller stays by the customer after the sale the door opens for long term expanding business this book is useful for both new and experienced salespeople readers learn to adopt the unique counselor mindset they avoid or successfully address the four key obstacles to buying combining the mindset with counselor selling techniques fortune 500 companies in thirty countries have benefited from wilson learning's counselor approach to selling for years larry wilson author of one minute salesperson and founder of wilson learning wrote the foreword it's indispensable for salespeople and sales managers models charts anecdotes an index and other resources add to its immediate impact

sales techniques based on the counselor salesperson training program

hungry for a different kind of winning according to entrepreneur tom gegax in the game of

life effective self coaching is the first step to success that encompasses every aspect of life gegax should know he thought he had it all until a three ring wake up call of divorce cancer and a business in crisis changed his game forever through a self designed program of personal and professional evolution gegax recovered and now enjoys a life rich with family friends peak health and a thriving company winning in the game of life gegax s integrated plan merges the lessons of home and work into lessons of life this unified approach helps you identify your purpose in life your guiding mission and teaches you the strategies that put it in play including the seven take action steps strategies for effective communication better organization and time competency smooth the way self coaching plans for real wellness of body intellect psyche and spirit plus ten lessons to ensure lifetime learning help keep you on a winning track integrating the best of western business models mind body techniques and spiritual wisdom gegax s comprehensive game plan will dismantle barriers to a fuller life and awaken your true potential

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