

The Socratic Salesman

Socratic Selling The New Professional Salesman A Salesman's Tricks of the Trade Socratic Selling The Making of a Salesman The Lacy Technique of Salesmanship SALESMANSHIP The Profession of Salesmanship ; Methods of Marketing ; Health and Appearance ; Self-study and Development ; Study of the Customer ; Successful Reasoning ; Study of Goods Or Service ; The Conducting of Sales ; Retail Salesmanship Fundamentals of Salesmanship Advertising and Selling Advertising & Selling Salesmanship: communication, persuasion, perception Good Hardware Salesmanship Dun's Review and Modern Industry Office Appliances Sales Management Human Nature in Selling Goods The Art of Marketing Communication and Corporate Culture Printers' Ink; the ... Magazine of Advertising, Management and Sales Kevin Daley Walter Vieira Winston Nash Kevin Daley Philip J. Kelly Paul J. Micali International Correspondence Schools International Correspondence Schools Richard McCann Baker World's Salesmanship Congress James Hiram Collins Ehsan Imdad

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build a relationship with your customers and close the sale more surely the socratic approach respects the power of the customer the customer has the need the power and the decision making authority socratic selling shows you how to access that power to cooperate with it

and to make it work for you inside you will discover how to open a sales dialogue dynamically so that you and your customer go right to the heart of the matter guide the dialogue through a discovery of needs and needed decisions negotiate objections and close effectively uncover the motivators that move sales to more predictable closure

ways and means of selling are fast evolving as new paradigms of doing business engender new forms of relationships between sellers and buyers the new breed of professional salespersons must respond to this rapidly shifting environment in the context of globalization technological change and changing concepts of loyalty in the 21st century the new professional salesman meeting challenges in the 21st century written in walter vieira s inimitable style with simplicity humour and clarity will appeal to sales professionals who are not inclined to read heavy tomes on the subject the book meets the need of companies with both large field forces pharmaceutical fmcg consumer durables engineering and a small number of salespersons such companies can now buy a copy for each salesperson and effectively provide a full training program for the cost of a day s travel allowance covering the entire spectrum of the selling process the book features a systematic organisation of material on the theory of selling in the context of 21st century requirements use of case studies to elucidate strategies questions to reflect on and action points at the end of every chapter to stimulate thinking self analysis and self improvement a focus on the use of technology to improve selling effectiveness a simple style of writing to make learning a pleasure this book is a must read for all salespersons and entrepreneurs whether they sell products or services trainers will also find the book immensely helpful in conducting sales training workshops

introduction sales is first and foremost the art of persuasion a salesperson persuades someone to part with his or her money in exchange for a product or service this is done by convincing the customer that he wants the product or service more than he wants his own money often this is a formidable task because the goods and services offered by professional salespeople usually cost a lot of money the good news for the salesperson is that the approach used can significantly improve the odds of success like any profession a sales job becomes a lot easier once you learn the tricks of your trade i believe that how well a salesperson learns the tricks of the trade can have a big effect on his success income and career the degree of success can also affect the salespersons happiness family life and sense of self worth i am convinced that learning these tricks can be financially rewarding and prudent for any salespersons career perhaps wesley autrey a new york construction worker understood achievement best when he simply said good things happen when you do good this book is designed to help

you do a good job at selling people things it describes explains and provides examples of the best tricks of the trade i have used in the real world for over twenty five years in my sales career several but not all tricks of the trade require specific rhetorical techniques in those cases i will explain the recommended rhetorical procedure as well when needed i will explain what questions a salesperson should ask when to ask these questions and why we ask these particular questions i will explain not only the tricks of the trade but i will explain when and why we use specific tricks i will also do my best to explain how and why these tricks actually work all the tricks will work for most products and services sales professional typically are asked to sell they work for inside salespeople as well as outside sales representatives i have years of experience in both types of sales and the tricks in this book are important and valuable regardless of your sales environment my own career attests to how well these tricks of the trade can succeed because i have used them while working for some of the largest corporations in america i have frequently won incentive trips to wonderful resorts in the united states as well as those in Cancun the Bahamas and even Europe my goal in this book is to suggest ways in which salespeople at any stage of their careers can improve their techniques hone their strategies and ultimately succeed more fully in sales Vernon Law once warned experience is the worst teacher it gives the test before presenting the lesson in this book i am going to try to change the natural order of things this book is designed to give you the lessons first thereby leveling the playing field between rookies and experienced salespeople the way i am going to do that is by letting out the secrets i have learned in the real world to everybody in this book over the course of my career i have been to several conferences set up to train the beginning salesperson this book takes what i have learned in those classes to a more advanced level with concrete suggestions based on my years of actual sales experience as a result this book is designed to benefit both novice and experienced salespeople while each chapter focuses on a different fundamental principle of selling i also give a very practical spin to what else in addition to fundamentals salespeople should understand this book explains not only how to make a great presentation but all the other things you need to know to be an effective salesperson let me give you an example of the type of insight you can expect to gain by reading this book usually the first thing a new salesperson receives is training on how to explain what eventually he is supposed to be selling this includes a detail

Socratic selling shows salespeople how to build a relationship with the customer close the sale more surely the Socratic approach respects the power of the customer the customer has the need the power the decision making authority Socratic selling shows the reader how to access that power to cooperate with it to induce it to flow toward the salesperson readers will discover how to open a sales dialogue dynamically so

that the salesperson customer go right to the heart of the matter guide the dialogue through a discovery of needs needed decisions negotiate objections close effectively uncover the motivators that move sales to more predictable closure

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