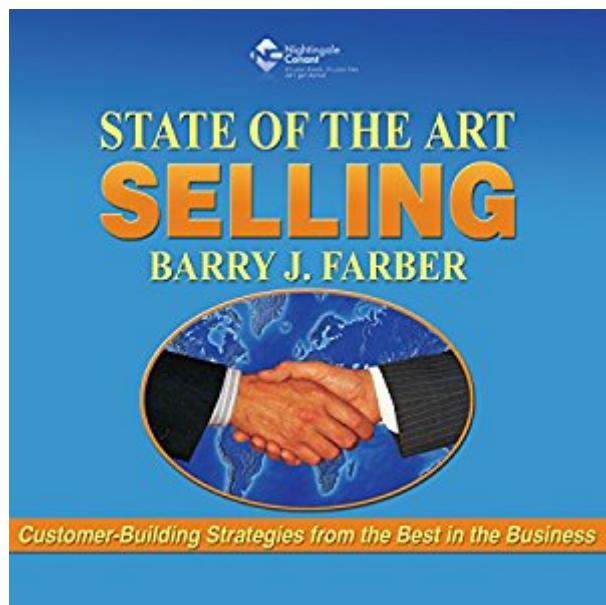


The book was found

State Of The Art Selling: Customer-Building Strategies From The Best In Business



Synopsis

Selling is the cornerstone of our economy and our society. Everyone sells - some just do it better than others. The million-dollar sales pros know that to sell well requires a complex set of skills, as well as the willingness to perfect relations with the customer. There is no one in the sales arena better versed on the subject of the Big C - the customer - and the significance of service and satisfaction tactics, than Barry J. Farber. Barry's State of the Art Selling is the complete guide you need to develop the Customer-building strategies which will set you apart from the run-of-the-mill, and yield astronomical financial reward. Whether you've been in sales for decades or are just getting your feet wet in a sales career, you will benefit from the dozens of creative customer-focused techniques and philosophies outlined here - all of that can be instantly implemented to help you become a sales all-star. Learn from the best in the business how to break into a tough account, to effectively utilize referral selling to increase business, to establish customer rapport, and so much more. Practical and authoritative, master seller Barry Farber will help you to: Network with high-impact results. Build long-term relationships with your customers. Set realistic goals for high achievement. Have your customers sell for you. Organize your time, activities, and territory. State of the Art Selling is a full-service sales program that, whether you're a veteran or a novice, will show you how to become a state-of-the-art sales tactician and send your earnings soaring to astonishing heights.

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