

Consultative selling: the Hanan formula for high-margin sales at high levels

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Abstrak

Do you sell products or services? It doesn't matter: What you're really selling is customer profit. You help your customers and clients make profitable business decisions, and you are both rewarded with the fruits of a long-term business relation ship. For 40 years, Mack Hanan's "Consultative Selling" has empowered hundreds of thousands of sales professionals to reap maximum success, and the Eighth Edition is here to take them and you to the next level, with brand new sections on: creating a two-tiered sales model to separate consultative sales from commodity sales; building and using consultative databases for value propositions and proof of performance; studying your customers' cash flows to win proposals; using consultative selling strategies on the Web; and, coping with and reversing the inevitable 'no'. "Consultative Selling" is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome based branding approaches, and powerful consulting tactics that will make your customers' competition and your own rivals irrelevant.;