

## High-profit selling: win the sale without compromising on price

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20436997&lokasi=lokal>

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### Abstrak

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating margins—short-term strategies that are destructive to the long-term sustainability of their business. "High-Profit Selling" helps readers understand that their sales goal shouldn't simply be to sell more, but to sell more at a higher price...and that success comes only to those focused on "profitable sales." This eye-opening book shows readers how to: avoid negotiating; actively listen to customers; match the benefits of their product or service with the customer's needs and pains; confidently communicate value; successfully execute a price increase with existing customers; and ensure prospects are serious and not shopping for price. Too many salespeople believe that a sale at any price is better than no sale at all. This powerful guide helps move readers toward a profit-centered approach that will strengthen their relationships and increase their bottom line.;