

The accidental salesperson: how to take control of your sales career and earn the respect and income you deserve

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Abstrak

Not all salespeople plan on a career in sales. Often, sales chooses them and suddenly they find themselves in a profession they aren't fully prepared for. The Accidental Salesperson is the answer, providing the advice and inspiration they need to master the essentials and hit the ground running. Fully updated to reflect the changes in the marketplace, the second edition provides a much-needed roadmap anyone can use to excel in sales. Filled with money-generating strategies, humorous yet instructive anecdotes, thought-provoking axioms, and powerful tools, the book includes brand new guidance on: Selling to people who don't have time to meet ò Differentiating between information seekers and genuine prospects ò Using social media, Skype, GoToMeeting, WebEx, and other online tools ò Building relationships competitors can't steal Lively, entertaining, and mercifully free of the dull theories, manipulative methods, and high-pressure tactics of most sales books—the second edition of The Accidental Salesperson guides readers through every aspect of selling to today's customers.