

NEEDS Selling Solutions is written for sales professionals who want to explore new methods, hone skills and sell more effectively. Seasoned and successful authors disclose practical and effective selling strategies based upon real-world observations and experiences. NEEDS Selling Solutions tackles the tough challenges of finding new customers, identifying what customers really want, qualifying customers that meet business requirements, creating impactful sales presentations, and developing powerful closing strategies. Necessity: Examine, Explore, Determine & Solve - NEEDS - is a result-oriented approach that will help sales professionals in any business achieve more sales - more profitably and more consistently. NEEDS Selling Solutions is a must read for sales people of all experience levels who are looking for new ideas, practical advice, and creative suggestions to elevate their selling skills to an entirely new level of selling success.

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