

An acknowledged sales pro reveals practical strategies and tried-and-true techniques for converting prospects into customers. What are the secrets for converting prospects into loyal customers? How do you take your business relationships to the next level—so you close more sales? Author Stephan Schiffman, one of the nation's leading sales trainers, presents strategies that guide sales professionals to these answers. Schiffman's noise principle is basic to finding out quickly whether a business relationship is viable. Readers will learn how to make noise—that is, do or say something that requires a response—and identify which relationships are poised to move to the next level. In easy-to-understand terms, Schiffman outlines twenty strategies that will help you get on the prospects radar screen, speed up the selling process, get better information, and close more and bigger deals. Specifically, Schiffman shows how to: Get the appointment. It's easier than you think. Turn a mistake into an advantage. What to do to turn a sales blunder into a sales benefit. Re-ignite dormant relationships. Some easy and creative ways to connect with old contacts and win new commitments. Get people off the fence. Find out exactly where you stand. Escalate the sale by getting your manager involved. Schiffman uses his own company's management to rescue lost sales... and gets 13 percent of his annual revenue from prospects who initially said, No thanks! You can, too. Win new business from old customers. Expand your contact network within the account. Large companies, including ExxonMobil, ATT, and Aetna/USHealthcare, have used the approaches in Sales Don't Just Happen with outstanding results. Small and mid-size businesses, as well as entrepreneurs, have also found Schiffman's highly motivational, how-to strategies both invaluable and practical. Because of this book's straightforward style, with plenty of examples, readers will find new tactics, conversation-starters, and practical, time-tested advice that will win accounts and generate increased revenue

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