



Selling For Dummies

By Tom Hopkins

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Selling For Dummies By Tom Hopkins

Your hands-on guide to the most up-to-date selling strategies and techniques

Are you looking to enter the world of sales, or are you already a salesperson who's looking for new tips and tactics to expand your business? No matter your level of skill, this guide will help you lay a foundation for sales success, with the latest information on how to research your prospects, break down the steps of the sales process, follow up with happy customers, and much more.

- The wonderful world of selling — discover what selling is (and isn't) and find out how mastering selling skills can benefit all areas of your life
- Stand out from the crowd — find out how knowing your clients sets you apart from average persuaders and helps you hear more yeses
- Scale the steps to success — discover the seven steps of the selling cycle to score appointments, make a good impression, give winning presentations, address client concerns, close sales, and more
- If you build it, they will come — take your career to the next level with valuable tips on how to stay in touch with clients, harness the power of the Internet to make more sales, manage your time wisely, and partner with others

Open the book and find:

- Tips for approaching selling with passion and a positive attitude
- The latest prospecting and qualification strategies
- Top techniques for sales presentations
- Helpful hints on handling client concerns
- Guidance on getting referrals
- The scoop on using the latest technology to your advantage
- Information on establishing goals and planning your time efficiently
- Advice on staying upbeat when you don't succeed

Learn to:

- Be truly well-prepared for every selling situation you encounter or create
- Close sales in seven steps or less
- Take advantage of the latest technology during the selling process
- Set and achieve sales goals to grow your business

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