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Selling

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Applying for grants, bidding for project funding or helping to sell products are part of the day to day life of a research scientist. Drawing on experience at

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leading research institutes and companies, the authors of this book turned to best practice in marketing to make 'selling science' interesting and rewarding for scientists. The central thesis of the book is that effective marketing means planning for the impact of research, and this is a skill

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that every scientist can easily acquire. It sets out a structured approach, supported by tools, checklists and hints from experience so that delivering impact from research becomes 'just the way things are done around here'. Starting with gathering background information (in much the

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same way as preparing the introduction to a scientific paper), the book describes methods to analyse the data and to implement a communication plan. The book is a valuable resource for research scientists from any discipline, and for team leaders wanting to involve

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members of their team in developing their organization's strategy.

A practical guide to help introverts harness their natural gifts and entrepreneurial spirit Think you have to be loud and brash to be successful in business? Think again. The strengths and traits of the typical

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introvert lend themselves well to entrepreneurship, as well as “intrapreneurship” and a range of business roles. In The Introvert Entrepreneur, professional coach Beth Buelow shows readers how to harness their natural gifts (including curiosity, independence, and a love of research)

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and counteract their challenges (such as an aversion to networking and self-promotion). She addresses a wide range of topics --from managing fears and expectations and developing a growth mindset to networking, marketing, leadership skills, and community-building--informed by

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interviews with introverts who have created successful businesses without compromising their core personality. Filled with fresh insights and actionable advice, this essential guide will support anyone who's striving to make a difference in a loud and chaotic world.

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True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions.

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All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went

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on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's

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leading companies with dramatic improvements to their sales performance.

The fast-track MBA in sales Imagine having instant access to the world's smartest thinking on sales - and being shown exactly what to do to guarantee that you get your own selling right,

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every time. Sales Genius makes it easy to apply what researchers know about brilliant selling to the real world. 40 chapters based on hundreds of cutting-edge business and psychology research projects reveal what works and what doesn't work in sales. Each of the 40 chapters is a mini-

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masterclass in selling, explaining the research and showing you how to apply it for yourself. In Sales, conventional wisdom often says one thing while research says another. Sales Genius cuts through the noise to bring you proven research and techniques for applying it that will

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simply make you a better salesperson. Quick to read and intensely practical, this book will bring a little sales genius into your day. 'Fascinating insights that explode some of the myths around sales, sales management and sales strategy' Phil Jesson, Academy for Chief Executives 'What a great read...

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An insightful look at the world of sales'
Anthony Stears, The Telephone
Assassin 'As a sales specialist I'm
impressed by the amount of detailed
research which supports the
information in each chapter' Andrew
Docker, Andrew Docker Associates
Sales managers have the most difficult

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job in the businessworld. They are responsible not just for revenue, but also for the hiring, coaching, training, and deployment of the employees whomust generate it. Before the advancements that inspired Scientific Selling,sales managers had few tools to help them succeed at

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these disparate yet essential tasks. Today, however, the scientific approaches described in this book allow sales managers to more effectively measure, refine, and improve every aspect of the sales environment. Using easily-understood examples, graphics,

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charts, and explanations, Scientific Selling describes how to: Predictably improve sales results. Attract and retain top sales performers. Sharply decrease employee turnover. Spend sales training dollars more wisely. Better target sales coaching efforts. Move into consultative selling more

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quickly. And much more. Scientific Selling features over a dozen case studies illustrating exactly how scientific measurement and testing have improved sales performance within different kinds of sales groups inside multiple industries. Sellology is a tried and tested six-step

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sales system guaranteed to improve your selling skills fast. Aimed at anyone who wants a simple method to improve their sales and get ahead of their competition. Learn from a recognised sales guru with many years' experience leading successful sales teams.

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The implementation of effective decision making protocols is crucial in any organizational environment in modern society. Emerging advancements in technology and analytics have optimized uses and applications of decision making systems. Decision Management:

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Concepts, Methodologies, Tools, and Applications is a compendium of the latest academic material on the control, support, usage, and strategies for implementing efficient decision making systems across a variety of industries and fields. Featuring comprehensive coverage on

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numerous perspectives, such as data visualization, pattern analysis, and predictive analytics, this multi-volume book is an essential reference source for researchers, academics, professionals, managers, students, and practitioners interested in the maintenance and optimization of

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decision management processes. The groundbreaking system scientifically proven to increase your performance and launch you to unprecedented levels of success. Today, in sales, business, and life, you need every advantage you can get. In Sell More with Science, David Hoffeld,

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the world's leading expert on applying science to selling, shares his revolutionary three-part system to experience surefire success at home, at work, and out in the world. Here, Hoffeld utilizes research studies from social psychology, neuroscience, and behavioral economics to reveal

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actionable insights you can use to grow your sales, achieve more, and stay ahead of the competition. You'll discover:

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- seven strategies that will boost your chances of reaching any goal*
- powerful principles that will enhance*

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your ability to guide potential clients into positive buying decisions • ways to win day-to-day interactions—in business and beyond • how to reframe any idea or situation • what it means to sell with integrity • a science-backed formula you can follow to create positive career change • and

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much more Filled with practical insights and exercises, Sell More with Science is a game-changing guide for anyone who wants to take their influence, sales, or career to new heights.

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The Revolutionary Sales Approach
Scientifically Proven to Dramatically
Improve Your Sales and Business

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Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, *The Science of Selling* shows you how to align the way you sell with how our brains naturally form buying decisions,

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dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations

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salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness to you and your ideas - Ask questions that line up

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with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them -

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Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, The Science of Selling is an essential resource for anyone looking to succeed in today's cutthroat selling

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environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot Reorient your selling approach Mr. Shmooze is the parable of a man

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who reveals the secret shared by all superstar salespeople. Selling, in its most exquisite form, is not about “taking,” nor is it about “persuading.” Selling, believe it or not, is about “giving.” Mr. Shmooze gives for a living. He starts by

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listening and he quickly comes to understand what people really need. His customers love him because he gives more than he takes. They trust him because he is passionate about their interests. And, at the end of the day, they

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reward him handsomely for bringing joy, humor and wisdom into their lives. Woven into the story are several powerful lessons for salespeople in all industries who attempt to build relationships as the emotional bridge to their clients. •

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Bring extraordinary passion and energy to personal communications

- Generate contagious, positive feelings, lifting spirits because people buy with their emotions •

Make the small, positive gestures that can lead to huge, long-term

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results • Abraham has had a diverse business career that has established him as a well-known expert on what makes high-performing salespeople Mr. Shmooze gives you the new approach you need to sell like

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you've never sold before!
From the author of Ahead of the Curve, a revelatory look at successful selling and how it can impact everything we do The first book of its kind, The Art of the Sale is the result of a pilgrimage to learn

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the secrets of the world's foremost sales gurus. Bestselling author Philip Delves Broughton tracked down anyone who could help him understand what it took to achieve greatness in sales, from technology billionaires to the most successful

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saleswoman in Japan to a cannily observant rug merchant in Morocco. The wisdom and experience Broughton acquired, revealed in this outstanding book, demonstrates as never before the complex alchemy of effective

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selling and the power it has to overcome challenges we face every day.

In this age of rapidly-advancing technology, sales professionals need a reliable method for selling products and services that are

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perceived as sophisticated or complex. This book offers techniques for overcoming the customer's resistance, showing how to generate prospects and new business with a unique value-perception approach, create a set

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of tools that enable sales managers to manage pipeline, assign prospecting activity, control the cost of sales, and more.

Selling is the art of persuasion at its finest. It's a way to willingly influence others' behavior, to

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develop relationships, to build credibility, and to let the world know what you have to offer. Selling may be the single most important skill in human life. Whether you are a businessperson, a teacher, a prophet, or a parent, to get your

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point across, you have to sell. In *Sell to Excel*, author Asif Zaidi shows you how to sell to help people enhance their lives and resolve their problems. It draws on Zaidi's successful sales career and extensive experience as a sales

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leader, and it discusses both the basics and the art of personal selling. This guide covers everything from helping buyers buy, to handling objections, negotiating, storytelling, and practicing active listening. A result of five years of

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rigorous study in neuroscience, communication, and psychology along with a lifetime in business, Sell to Excel offers advice and tips to put you at a strategic advantage in any personal selling situation in business or in life.

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Providing a system that gives customers more measurable benefits than competitors, Costell shows how sales professionals can make fewer calls and win higher-profit orders. Filled with examples and case studies, the book shows

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how to build value-driven solutions from the perspective of customers' goals rather than the products and services being offered.

A step-by-step "how-to" guide to selling in the contemporary world with a focus on storytelling to

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enhance relationship building and help drive sales; alongside skills development for sales management and today's role for sales data analytics.

Even skilled salespeople buckle in tough selling situations-getting

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defensive with prospects who challenge them on price or too quickly caving to discount pressure. Those are examples of the fight-or-flight response-something salespeople learn to avoid when they build their emotional

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intelligence. Studies have shown that emotional intelligence (EI) is a strong indicator of success. In *Emotional Intelligence for Sales Success*, sales trainer and expert Colleen Stanley shows how closely EI is tied to sales performance and

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how salespeople can sharpen their skills to maximize results. Readers will discover:

- * How to increase impulse control for better questioning and listening
- * The EI skills related to likability and trust
- * How empathy leads to bigger sales

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conversations and more effective solutions * How emotional intelligence can improve prospecting efforts * The EI skills shared by top sales producers * And much more Emotional intelligence plays a vital role at

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every stage of the sales process, from business development to closing the deal. When customers can get product information and price comparisons online, the true differentiator is the ability to deftly solve problems and build

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relationships-EI territory!

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Chronicles the transformation of the American salesman from an itinerant population of peddlers and canvassers in the mid-nineteenth century to professional salespeople and

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executives today.

WALL STREET JOURNAL

BESTSELLER! IF YOU'RE IN

SALES, FEAR HAS COST YOU

MILLIONS OF DOLLARS, AND

THIS BOOK IS FOR YOU. Fear is

the reason most salespeople don't like

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to pick up the phone (salespeople average just four hours per week on the phone, and our job is to talk to humans!). Fear is the reason we don't ask for the business more, even though our customers want to buy from us. Fear is the reason we don't

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offer our customers additional products and services, even though they would love to buy more from us. This book deals with that fear. You will learn exactly how to overcome this destructive fear in sales, and replace it with confidence, optimism,

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gratitude, joy, and proactive sales work. These are the powerful principles in the new field of positive psychology which are transforming how we work and succeed. Selling Boldly is the first book that leverages positive psychology to help you sell

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more. You'll also learn a series of fast, simple sales-growth techniques—like how to add on to existing orders; and how to close 20% more quotes and proposals instantly; and how to properly ask for and receive referrals—that will grow your

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sales...dramatically and quickly. Alex Goldfayn's clients grow their sales by 10-20% annually, every year, as long as they apply his simple approaches. YOU ALREADY KNOW WHAT TO DO I am not going to teach you much in this book that you don't already

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know. You're a professional salesperson. You do this for a living. You know, for example, that testimonials and referrals are among the best ways we have to grow sales, right? But do you ask for them enough? Most people don't. You

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know that calling a customer on the phone is more effective than emailing her, but you still often revert to email. You know your customers buy other products and services that you can help them with, but you don't ask them about these products. You'd like

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to help them, and they would like more of your help — that is why they've been with you for five or ten or twenty years — but nevertheless we don't ask them. There is a difference between knowing what to do, and actually doing it. I know you know.

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With *Selling Boldly*, we start to do what we already know. We will cover what keeps us from doing these things (fear), how to overcome it (by listening to your happy customers), and how to implement these simple but powerful sales growth techniques (by briefly

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planning them, also doing them). Because sales growth comes from doing, not knowing. Today, we start doing. And growing. These approaches are laid out in this book, in precise detail, for you to implement in your own work. Alex doesn't hold

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anything back in this manual for selling more. What's the secret to selling more? There is no secret. There is no magic bullet. There is only the work. There are only the mindsets, and the communications. In *Selling Boldly*, Alex teaches readers how to

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attain these mindsets, and how to implement these communications, so that sales have no choice but to grow! An expert on shopping behavior and motivation offers an analysis of consumers' tastes and habits, discussing why point-of-sale

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purchases are still the most significant, and why Internet shopping will not replace the mall. This text discusses how the media cover science and technology. This revised edition replaces cases with current ones. It features a revised

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analysis to reflect recent changes in the way science is reported, with more attention paid to coverage of scientific fraud, the split between highly critical and promotional treatment of science and the increased role of scientists in the media. The book also includes

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more coverage of television reporting of science.

This comprehensive guide to selling uses state-of-the-art concepts of suggestion, hypnosis, and nonverbal communication.

Brian Tracy, one of the top

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professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic

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audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the

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fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

While a Vice President at Salesforce,

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David Priemer had an epiphany during one of the company's high-pressure selling periods: the very sales tactics they were using were not working on him. Yes, the numbers still showed results, but through brute force rather than elegance and

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efficiency. Priemer also discovered that his sales colleagues were spending far more time on leads that did not convert to sales than on those that did. His company--and his entire profession--was acting with more than enough gusto, but without enough

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awareness and empathy. They were not selling the way they buy. Sell the Way You Buy is about much more than putting yourself in the customer's shoes. Customers don't always know what they want or need, or they may be seeking a solution for

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something that isn't their core problem. They suffer from status quo bias, from recency bias, from confirmation bias. And meanwhile, the state of overwhelming choice has most products and solution providers adrift in the "Sea of Sameness." In

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today's world, almost everyone is in sales, but as Priemer realized, we don't teach it. *Sell the Way You Buy* will show you how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to customers (how to talk to people).

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Priemer reveals scientifically supported methods to understand the customer, identify their needs, and move them toward the right solution--all the while teaching you to avoid all the reasons why the average person doesn't like salespeople. In

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short, to sell the way you buy. Have you ever wondered why it's so easy to talk with some people and not with others? It's simple—you speak the same language! This doesn't mean that you both speak English or have a similar dialect. It means that

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you connect with them on some level. In selling, building trusting relationships is all about understanding people who are different from you and being flexible enough in your communication skills to relate to them. This is a learned

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skill! In *The Language of Sales*, veteran sales professionals Tom Hopkins and Andrew Eilers teach you the nuances of how to effectively and powerfully communicate with buyers, associates, and loved ones to build long-term relationships. • Make the

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most of communication with the proper vocabulary • Improve relationships through the written word • Read (and speak) between the lines with body language skills • Use the language of sales to overcome objections and close more sales • Self-

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motivate with powerful internal communication If you're dedicated to a lifelong career in the wonderful world of selling, why not master the skills to make it your dream job? What could be better than helping more client benefit from your products

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Selling & Sales Management
Connect with Customers and Get
Results

"The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your

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Sales and Business Success
Did you know that nearly half of salespeople fail to meet their quotas every year? Or that many of the most common sales behaviors drive down sales performance? In

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today's fiercely competitive marketplace you can't afford to lose sales that should be yours. But with so much conflicting advice from self-proclaimed "gurus," how do you know which sales

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strategies actually work? Leading sales trainer, researcher and CEO of Hoffeld Group, David Hoffeld, has the answer. Blending cutting-edge research in social psychology, neuroscience, and behavioral

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objections and neutralize them
- Guide buyers through the necessary mental steps to make purchasing decisions
Packed with advice and anecdotes, The Science of Selling is an essential resource

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**for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others"--
A failing country music diva and small-town punk rocker**

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are polar opposites in every way. But when they're forced to collaborate to save their struggling careers, their chemistry is obvious to everyone...except them. Having country superstars for

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parents has its downsides. For as long as she can remember, Kaylee Phelan has known that she will follow in their footsteps, but then her debut album flops. With a capital 'F'. Now on thin ice with the

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record label, the executives will only let her come out with new music if Kaylee agrees to take a pop/alternative direction for her next album. But for a through-and-through country girl, this is a tough pill

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to swallow. Dakota Rhodes needs to catch a break. After getting kicked out of his band and discovering his mother has cancer, Dakota's drinking habit and writer's block are spiraling out of control. When

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Kaylee's manager Joel Matthews approaches Dakota with a collaboration deal, he clutches at the opportunity to make music again. Only problem? Kaylee wants nothing to do with a

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songwriting partnership, least of all with Dakota. As the two musicians struggle to pick their careers up off the ground, make music on their terms and navigate each other in forced proximity, sparks are

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sure to fly. But will they ignite something that neither Kaylee nor Dakota saw coming?

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Information technology (IT) is an essential core of the

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economy today. Corporations and governments worldwide rely on it to drive their core strategy and develop and execute business models. Amounting to over 3.7 trillion US dollars of worldwide

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spending, the growing significance of the IT industry in the global economy is now well established. Hence, it is crucial to understand the marketplace within which it exists, and this book presents

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a systematic analysis of the processes, techniques, and methods involved in IT sales and marketing. In Selling IT, the book: Integrates a large IT provider's selling process with the enterprise user's IT buying

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process to highlight the nuances of selling, marketing, and developing IT solutions that create value for customers. Discusses various key concepts such as value-based IT selling, business case

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for IT acquisition, vendor evaluation and management, account and customer relationship management, customer segmentation, and techniques for customer acquisition and retention.

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Analyses the challenges and opportunities involved in selling digital IT and examines the evolution of jobs and careers based on the changed IT landscape. Includes lesson plans, case studies, and

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chapter-wise practice questions to support teaching and learning. The book boasts a robust theoretical foundation supported by a clear exposition of concepts and management theories. It

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will be of benefit to professionals using organisation-mandated selling processes. Young executives with a technology background looking for a sales and marketing career in the IT

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industry can also effectively use this book. It will also be an essential read for scholars and researchers in B2B marketing, IT consulting, technology sales, and digital transformation.

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An inspiration to a generation of entrepreneurs, Subroto Bagchi considers himself a career salesman, of products, services and ideas. In his new book, Sell, Bagchi presents the concepts of selling and

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salesmanship from his unique perspective. Through stories and anecdotes drawn from his repertoire of experiences, extensive reading and the careers of ace professionals he has encountered in his life,

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Bagchi touches on each stage of the traditional selling process and elaborates on the skills, tools and nuances that he believes can take the profession to the realm of art - and sometimes even wizardry.

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Dip into this book to get insights into:

- How knowing about the life-cycle of the coho salmon will help you prospect better;
- Distinguishing real customers with purchasing power from time-wasters who

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will merely give you the runaround; • How creating a playbook well in advance can guarantee you a sale; • The transformational effect of believing in the value of your product and how you can bring

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your customer around to share your vision; • Why the power of persuasion ranks higher than the power to convince, and why persistence tends to become meaningless after a point. Marked by Bagchi's

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characteristic wisdom and practicality, Sell is a rich, illuminating and contemporary treatise on salesmanship that dispels a narrow view of the act of selling and redefines it as a skill every professional

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needs to succeed in their career.

What makes a hit a hit? In Hit Makers, Atlantic Senior Editor Derek Thompson puts pop culture under the lens of science to answer the question

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that every business, every producer, every person looking to promote themselves and their work has asked. Drawing on ancient history and modern headlines - from vampire lore and Brahms's

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Lullaby to Instagram - Thompson explores the economics and psychology of why certain things become extraordinarily popular. With incisive analysis and captivating storytelling, he

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reveals that, though blockbuster films, Internet memes and number-one songs seem to have come out of nowhere, hits actually have a story and operate by certain rules. People gravitate

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towards familiar surprises: products that are bold and innovative, yet instantly comprehensible. Whether he is uncovering the secrets of JFK and Barack Obama's speechwriters or analysing the

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unexpected reasons for the success of Fifty Shades of Grey, Thompson goes beyond the cultural phenomena that make the news by revealing the desires that make us all human. While technology

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might change, he shows, our innate preferences do not, and throughout history hits have held up a mirror to ourselves. From the dawn of Impressionist art to the future of Snapchat, from small-scale

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Etsy entrepreneurs to the origin of Star Wars, Derek Thompson tells the fascinating story of how culture happens - and where genius lives. Here in a short, compact and concise format is the basics of

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how to persuade more people more effectively, more ethically, and more often. Ziglar draws from his fundamental selling experiences and shows that while the fundamentals of

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selling may remain constant, sales people must continue learning, living, and looking: learning from the past without living there; living in the present by seizing each vital moment of every single day;

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and looking to the future with hope, optimism, and education. His tips will not only keep your clients happy and add to your income, but will also teach you ideas and principles that will, most

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importantly, add to the quality of your life. Content drawn from Ziglar on Selling. A revolutionary way to increase your sales! Sales is not just about logic and emotion. Extraordinary

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salespeople are top earners because they understand the deeper levels of the brain and how buyers think. Global sales expert John Asher explores these hidden biases and brain stimuli, and provides tips and

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instead of gravitating toward
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buyer's timeline (instead of yours) Empowering buyers instead of trying to "sell" them What's more, CustomerCentric Selling teaches and reinforces key tactics that will make the most

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or her brain where trust is formed and connections are forged Use the power of story to influence buyers to change Make your ideas, beliefs, and experiences “storable”

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neuroscience have determined that people don't make decisions solely on the basis of logic; in fact, emotions play the dominant role in most decision-making

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