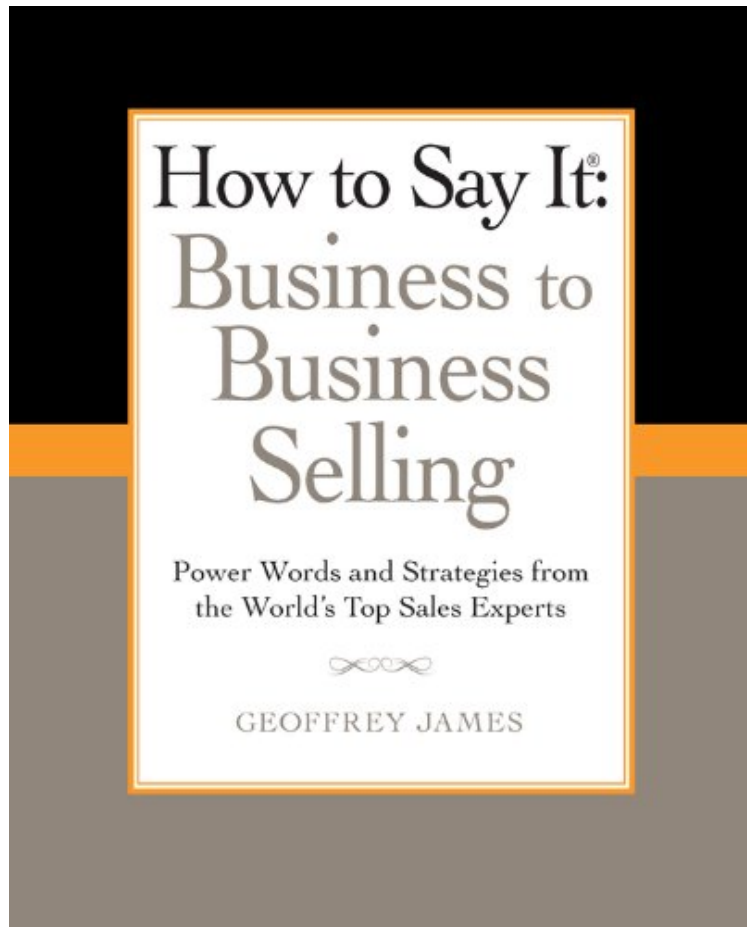


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How to Say It: Business to Business Selling: Power Words and Strategies from the World's Top Sales Experts (How to Say It... (Paperback))

Geoffrey James

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Geoffrey James : How to Say It: Business to Business Selling: Power Words and Strategies from the World's Top Sales Experts (How to Say It... (Paperback)) before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Say It: Business to Business Selling: Power Words and Strategies from the World's Top Sales Experts (How to Say It... (Paperback)):

4 of 4 people found the following review helpful. The Sales Machine: solid, usable, non-fluffy sales adviceBy Kyle PorterWhen Geoffrey was writing Sales Machine, it was one of only 3 blogs of which I read every post. When I saw that he was writing a book, I bought it pre-sale...and I'm glad that I did.Geoffrey does an excellent job of taking conceptual ideas, removing the BS, giving advice that's easy to use. The neat thing about his sales suggestions are that they are provided down to the script level. I particularly suggest that you use it to help craft your sales message,

elevator pitch and cold calling/voicemail scripts. These are all never too good to refine and Geoffrey's suggestions are spot on. I particularly like the fact that the content of this book has been cultivated so deeply from years in research, reading and interviewing the top minds in selling. The additional resources he offers make up wonderful next steps for after you finish this book. Whether you are new to selling or working to sharpen your skills, I'm confident that you'll find practical, usable value in this book.

4 of 4 people found the following review helpful. Very user friendly advice
By Julia
Having come from a service background and asked to step into a sales managers role, I spent a long time reading many different books on the subject in order to increase my knowledge fast and quickly found myself overwhelmed with ideas. I became a fan of Geoffrey James's sales blog on bnet which was very useful, informative and creative. I then bought this book and found the most useful easy to understand exercises. I had struggled for a long time trying to create a story which would interest prospects and it was only after reading this book and asking Geoffrey for help that I achieved a workable story. Great book, easy to understand and very user friendly. I would recommend it to both seasoned sales pro's and people new to sales.

0 of 0 people found the following review helpful. Five Stars
By Isaac I. Nieves
great volume great reading

There are approximately 35 million business to business sales reps in the country selling everything from books and computers to furniture and flooring. They know as well as anyone that selling to other businesses is not the same as selling to consumers. Businesses have different budgets, needs, demands, and expectations from those of general consumers. That means an entirely different skill set is required of business to business sales reps.

How to Say It: Business to Business Selling is the only book of its kind that caters exclusively to business to business sales professionals. Its short chapters provide tips and strategies tailored especially for the unique business to business selling process. You'll learn how to:

- Motivate Yourself to Sell
- Craft an Elevator Pitch
- Find Hot Sales Leads
- Make a Cold Call
- Use Voicemail to Sell
- Give a Sales Presentation
- Write a Sales Proposal
- Give a Product Demo
- Negotiate the Best Deal
- Close a Sale
- Create a Powerful Sales Process
- Sell to Top Executives
- Build Sales Partnerships
- Get a Customer Referral
- Accelerate Your Sales Cycle

With How to Say It: Business to Business Selling you can sell business to business like a seasoned pro.

About the Author
Geoffrey James is the primary sales training writer for Selling Power magazine, and since 2007, he has authored Sales Machine on CBS Interactive's BNET website, a sales-oriented blog that has won prestigious awards from the Society of American Business Editors and Writers and the American Society of Business Publication Editors.