

Secrets Of Closing The Sale Zig Ziglar

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what is the best way to persuade someone to take action do our customers clients or patients believe that we are looking out for their best interests these are just a couple of questions that successful professionals need to ask every day full of entertaining stories and real life illustrations secrets of closing the sale will give you the strategies and guidelines you need to become proficient in the art of effective persuasion zig ziglar s principles of success are easy to understand and apply yet they have a far reaching impact by using his proven methods you will be able to face your prospects with enthusiasm and confidence book jacket

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full of entertaining stories and real life illustrations this classic book will give you the strategies you need to become proficient in the art of effective persuasion including how to project warmth and integrity increase productivity overcome objections and deal respectfully with challenging prospects this new edition includes fresh opening and closing chapters as well as tips and examples throughout that illustrate the relevance of these truths in the marketplace today also includes a foreword written by tom ziglar

traditional and gimmicky closing techniques are dead never be scared or reluctant to ask for the sale again and enjoy the confidence and peace of mind in knowing you have a process that works tap into keith rosen s unique permission based approach to having a selling conversation with your prospects that fits your style of selling rather than having to pitch and close this book gives you the edge over your competition by showing you step by step how to get to yes more often by aligning your selling approach with the prospect s preferred buying process and communication style without any pressure manipulation or confrontation you ll also get exactly what to say in any selling situation as well as the dialogue that the world s greatest salespeople use to defuse objections ask for the sale and close the deal plus over 100 case studies templates and scripts you can use with

keith s powerful process driven selling approach discover the five steps that make your sales presentations objection proof a step by step system that prevents cancellations improves client retention and boosts referrals

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offers knowledge on different aspects of the selling profession this book features interviews with some of the greatest names in sales including zig ziglar mary kay ash and john henry paterson

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