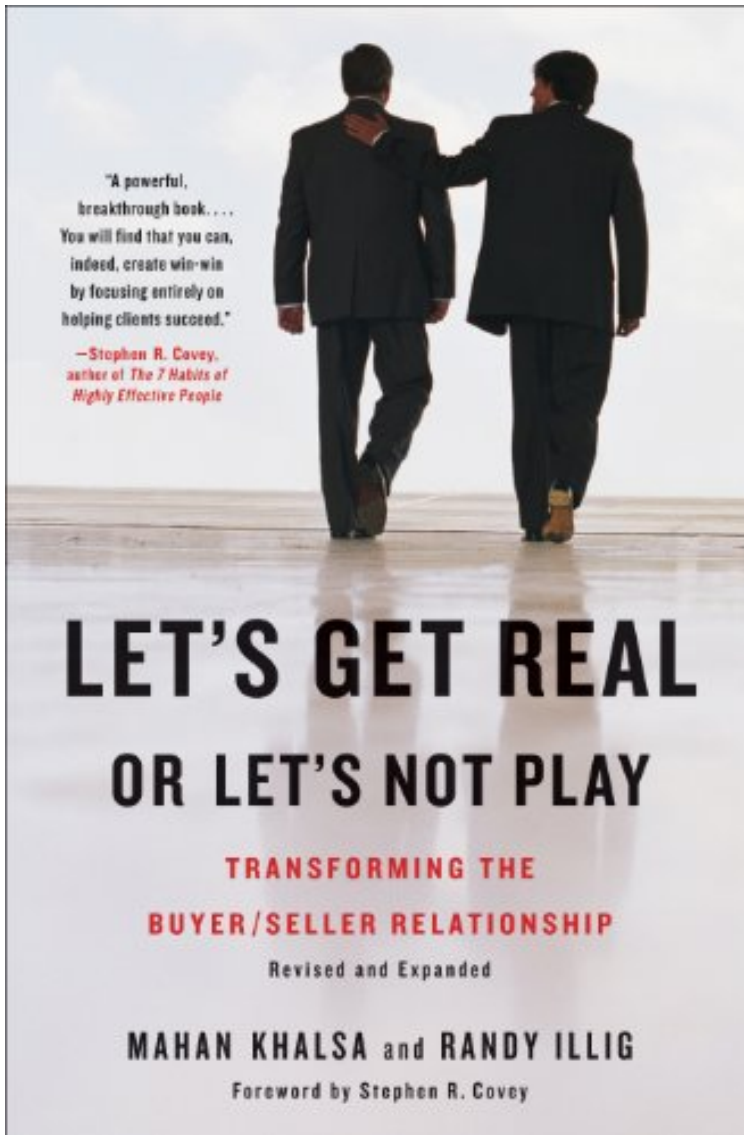


[Read now] File size: 25.Mb

# Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship



Par Mahan Khalsa, Randy Illig  
DOC | \*audiobook | ebooks | Download  
PDF | ePub

Dtails sur le produit Rang parmi les ventes : #260912 dans eBooksPubli le: 2008-10-30Sorti le: 2008-10-30Format: Ebook Kindle

[Read now] Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship

Par Mahan Khalsa, Randy Illig : **Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship** before purchasing it in order to gage whether or not it would be worth my time, and all praised Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship:

 Download

 Read Online

**Description :** Description du produit Selling is the second oldest profession, often confused with the first. The notion of selling carries a lot of baggage. As it has developed, sales has often become a fear-based relationship. Customers are afraid that they will be "sold" a bill of goods, or that a salesperson will talk them into something that doesn't help them succeed. On the other hand, salespeople fear they won't make the sale. If they "lose" enough sales, they won't make quota, and they won't personally succeed. In their quest to "close the deal," even some of the world's largest, quota-crazed organizations have, at times, developed a reputation for salespeople who are illusive, ignorant, and arrogant. Buyers don't trust sellers. Because they aren't trusted, sellers have to guess, and often guess wrong. Buyers prove themselves right and create higher

hurdles. And so it goes, with neither client nor consultant achieving success. Helping Clients Succeed is fundamental to the success of any business. This program teaches you to become totally client-focused, break down the barriers of dysfunctional business development, and find rewarding, productive business relationships. With honesty, clarity, and authenticity, Mahan Khalsa cuts through the nonsense and focuses on getting results and helping clients succeed.

Prsentation de l'diteurThe new way to transform a sales culture with clarity, authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy.

Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers: Start new business from scratch in a way both salespeople and clients can feel good about Ask hard questions in a soft way Close the deal by opening mindsClose the deal by opening mindsFrom the Hardcover edition.

Prsentation de l'diteurThe new way to transform a sales culture with clarity, authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy. Mahan Khalsa and

Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase

revenues, and improve productivity, quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers: Start new business from scratch in a way both salespeople and clients can feel good about Ask hard questions in a soft way Close the

deal by opening mindsClose the deal by opening mindsFrom the Hardcover edition. Stephen R. Covey Author of The 7 Habits of Highly Effective People This is a marvelous book! Mahan Khalsa masterfully puts the science and art of influence and sales on higher ground.