

(Download) Sales Therapy: Effective Selling for the Small Business Owner

Sales Therapy: Effective Selling for the Small Business Owner

Grant Leboff

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Grant Leboff : Sales Therapy: Effective Selling for the Small Business Owner before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Therapy: Effective Selling for the Small Business Owner:

0 of 0 people found the following review helpful. A Must Read for Any Sales ProfessionalBy David MashuriAs an executive search professional, I understand the value of building relationships with the clients, but never thought it can be explained in a way Grant Leboff does it in his "Sales Therapy." Simple, thought provoking and very practical, this

book can be very useful for those, who are in the professional services industry. I had a privilege to attend Grant's training and must admit, it completely changed my approach to selling. What's more, as an ICF-certified coach, I find this book an excellent tool for any coaching professional as the author uses coaching questions like "What the ideal result looks like?" and emphasizes the importance of values, your company "why's", which was greatly put by Simon Sinek: "People don't buy what you do; people buy why you do it." David Mashuri Partner, WE Partners, alliance of Korn Ferry Executive Coach, ICF2 of 2 people found the following review helpful. The New and Right way to sell By Ronald S. Bowen This book changed my life. My sales went from 30% to 40% in one month. I passed this book on to the top salesman in our office and he went above 50%. This is the way to sell in the new era. If you want to increase your sales or that of your staff, read this book cover to cover. Don't let the "small business owner" in the title throw you, this book is for sales people. AMEN!

If you work in a small business, you have to know how to sell. Full stop. But selling as most people know it doesn't work anymore. It's relationships that count. Real selling is about understanding customers' goals and helping them to buy, not topping off a template presentation with a pushy attitude. So how do you put relationships first and still get results? Sales Therapy smashes the age-old sales model with an effective new approach grounded in behavioural psychology. It is natural and effortless to use because it mirrors the way people actually interact with each other. And it really works. Thomas Power, Chairman of Ecademy, describes it as "One of the finest pieces of content on how to sell better in the 21st Century." At last, you can commit those terrible "closing techniques" to the recycle bin. Sales Therapy will help you build great relationships with your customers while making the art of selling fun and effective and helping your business to grow. PRAISE FOR SALES THERAPY "This is one of the finest pieces of content on how to sell better in the 21st Century. Grant you are absolutely right with your judgment"; Thomas Power, Chairman of Ecademy

"This is a fascinating read and an exciting development for businesses." (Personal Success, November 2007) "Anyone who has to sell anything - from products and services to themselves - should find the insights in this book invaluable." (Human Capital Management, January 2008) "one of the best-selling sales books of the year." (Daily Mirror, Wed 26th March 2008) About the Author Frustrated at the way the traditional methods of selling are being taught and conducted within the workplace, Grant Leboff formalised his own sales philosophy Sales Therapy, a new sales methodology for the 21st Century. As the Managing Director of two companies, Leboff puts what he says into practice, every day. Phone Intelligence Ltd is a business-to-business telemarketing company. Its services include market research, appointment making and lead generation as well as training and consultancy in the telemarketing arena. The Intelligent Sales Club Ltd provides sales and marketing support to business owners through seminars, training and resource materials. It also provides consultancy helping companies build brands, refine their sales message and approach, and determine their best routes to market. Grant Leboff spends a significant amount of time giving talks about sales and marketing for a variety of business groups. He is also a regular contributor to many business magazines and newspapers.