



ProActive Selling: Control the Process -- Win the Sale

William "Skip" Miller

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"Many sales experts focus on a cookie-cutter sales "strategy," encouraging reps to push the customer through a pre-planned sales process - an approach that can drive customers away. With "Proactive Selling", reps have a wide variety of flexible and effective selling tactics to choose from. This enables them to adapt and approach each sales call uniquely and keep the customer at the center of every sales presentation. By learning to think like the customer, sales professionals will learn to shift their own focus from the selling process to the buying process, and how to use the right tool at the right time. Miller's 15 practical selling tools let sales professionals in any industry: double the number of calls returned from prospective customers; call high (where buying decisions are really made) and stay there; increase the effectiveness of in-person and telephone sales interactions; own the process and own the deal Plus, they'll learn how to speak the right language to buyers at any level, get rid of the "maybes" in the sales funnel, and master the 7 Qualification Questions that keep their efforts focused on only the most worthwhile accounts."

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Lynette Cavanaugh:

A lot of people always spent all their free time to vacation or perhaps go to the outside with them family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. If you need to try to find a new activity honestly, that is look different you can read a book. It is really fun in your case. If you enjoy the book that you read you can spent all day every day to reading a publication. The book ProActive Selling: Control the Process -- Win the Sale it doesn't matter what good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. In case you did not have enough space to create this book you can buy the particular e-book. You can m0ore quickly to read this book through your smart phone. The price is not very costly but this book has high quality.

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