

《生意中成交的艺术Art of Closing Any Deal, The (Revised)》

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内容简介

THE ART OF CLOSING ANY DEAL takes readers into the trenches of the psychological war called selling-and who better than sales guru James W. Pickens to give them the hard-hitting ammunition for every type of customer out there. From the 'I'm just looking' to the 'Know-it-all' to the 'I don't care' and the 'yes-man', Pickens takes aim at them all. Readers will learn to control buyers since the author's simulated conversations will arm them with winning and positive comebacks for every negative customer reply. Closing secrets include: deadly closing tips to make people buy; unbeatable closer responses to the most common objectives; how to read the customer's emotions and use perfect timing to nail the lid on the final close; and more. Readers will ultimately learn how to conquer buyers, as Pickens' take-no-prisoners techniques show them how to move in for the final attack.

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James W. Pickens lives in Scottsdale, Arizona.

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