

《The Sales Bible: The Ultimate Sales Resource Revised Edition 9780471456292》

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内容简介

Sales guru Jeffrey Gitomer's bestselling classic is now available in paperback

Jeffrey Gitomer's Sales Bible was listed as one of "The Ten Books Every Salesperson Should Own and Read" by the Dale Carnegie Sales Advantage Program. Now completely revised, this book is available for the first time in paperback. The Sales Bible has helped tens of thousands of salespeople all over the world reach their potential and close the big deal. Gitomer gives sales professionals the right answers to the toughest questions:

- * How to make sales in any economic environment
- * Twenty-five ways to get that most-elusive appointment
- * Top-down selling
- * How to fill the sales pipeline with prospects ready to buy
- * How to use the right questions to make more sales in half the time

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