

The Business Owner's Step-by-Step Guide to Selling

SALES

FOR THE

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- Discove lucrativ
- Understand and apply powerful and profitable sales techniques for your business.
- Discover the five simple steps to lucrative sales.
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Emilie Sanchez

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Sales for the Self-employed Martin Edic, 1997 When you are self employed you are the business Because your success is often based on your relationships with clients suppliers and the community sales skills are essential However many self employed people are not secure or comfortable with their selling abilities In Sales for the Self Employed author Martin Edic reveals to readers his six step action process that ensures every sale Writing from his own experience as a small business owner Edic explains that many people dislike sales because of a general misunderstanding about what sales really is Selling is not talking people into things they don t want says Edic selling is offering them solutions to problems they face and making it easy for them to acquire these solutions Edic includes information about prospecting customer profiling telephone sales follow up and improving your product Other chapters include First Contact Fear and Rejection Your Sales Plan NegotiationDivided into three sections Sales for the Self Employed is a sales instruction guide for both the non sales professional and the professional with substantial sales experience About the Author Martin Edic is a marketing consultant with sixteen years of sales experience His previous book Marketing for the Self Employed a companion to this book is also Sell or Sink: Strategies, Tactics and Tools Every Business Leader Must Know to Stay Afloat! Michael D. from Prima Krause, 2011-03-11 Sell or Sink delivers the sales coaching and professional advice you need to keep your business afloat Business leaders and sales executives need sales sense the ability to understand and apply consistent reliable sales growth strategies to attain solid results Sell or Sink explains a key strategy and then provides structured questions and actions to help you apply the strategy to your own organization Each strategy is short and direct so you can move through them guickly while extracting value developing insight about your organization and providing meaningful information that you can implement right away At the end of each chapter diagnostics questions help you apply the foregoing strategies to your own organization The diagnostics reveal what you need to put your organizations sales team and their results on a sustainable healthy upward trajectory The purpose here is to help you to think constructively about your sales organization what it is presently and what it can become in the future Michael Krause wrote Sell or Sink to give you the basics of selling then show you how to put the lessons to work to achieve your organizations sales goals Without a basic understanding of selling strategies you wont sell productively and ultimately you and your organization will sink With a committed focus on these important areas of business basics and adherence to Krauses plan any company can turn the tide of weak sales and loss of market share in their core line of business Small Business Kit For Dummies Richard D. Harroch, 2010-03-11 Get your small business up and running and keep it running for years to come Millions of Americans own their own businesses and millions more dream of doing the same But starting your own business is a pretty complicated matter especially with all the legal issues and paperwork This updated edition of the top selling small business resource is chock full of information resources and helpful hints on making the transition from a great idea to a great business If you ve got a great idea for your

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