



## Selling Professional and Financial Services Handbook: + Website (Hardback)

By Scott Paczosa, Chuck Peruchini

John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. An effective strategic framework for successful face-to-face selling for financial services industry professionals Times are very tough for people who sell professional services and Selling Professional and Financial Services Handbook offers a new solution proven in practice. The book describes methods the authors have used and taught since the 1990s, most recently at a major consulting firm, where they led a Global Business Development team to revenue gains of 500 over six years in a period that included the recession of 2008-10. The solution is not any new twist on face-to-face selling techniques or the art of persuasion. It s a strategic approach built around a simple fact: the markets are tight but far from static. Even with lean budgets, client companies must respond to urgent changes and emerging threats in their industries. Thus they will buy services from the sellers who can help them detect, understand, and cope with what s coming their way. This handbook outlines a systematic way of becoming such a valued resource. Readers learn to scan the horizon for early signs of...



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