nancial Services

Handbook

A Strategic Sales Process

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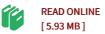
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By Scott Paczosa, Chuck Peruchini

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 faceto-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...



## Reviews

It is easy in read through easier to fully grasp, it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly. -- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think. -- Dr. Breana O'Kon

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