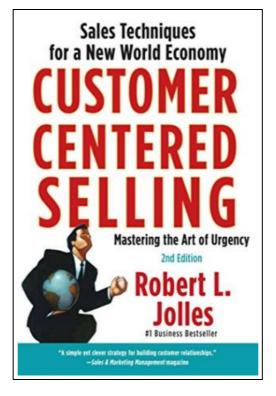
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SIMON SCHUSTER, United States, 2009. Paperback. Book Condition: New. 240 x 152 mm. Language: English. Brand New Book. Customer Centered Selling teaches you the secrets of the world-famous Xerox sales training by reversing the conventional selling practices of searching for customer needs, pitching product, and adopting an order taking mentality. Jolles provides a systematic, repeatable, predictable approach that teaches you to anticipate and influence behaviour by studying and understanding the client's Decision Cycle and critical Decision Points. Through the use of case studies, interactive activities, and job aids anyone from a seasoned sales professional to a manager or parent can not only learn the power to influence behaviour, they can implement these ideas as well.



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