



What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story (Hardback)

By Michael T. Bosworth, Ben Zoldan

McGraw-Hill Education - Europe, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Build better relationships and Sell More Effectively With a Powerful SALES STORY Throughout our careers, we have been trained to ask diagnostic questions, deliver value props, and conduct ROI studies. It usually doesn't work; best case, we can argue with the customer about numbers-purely a left brain exercise, which turns buyers off. This book explains a better way. -John Burke, Group Vice President, Oracle Corporation Forget music, a great story has charm to soothe the savage beast and win over the most challenging customer. And one of the best guides in crafting it, feeling it, and telling it is What Great Salespeople Do. A must-read for anyone seeking to influence another human being. -Mark Goulston, M.D., author of the #1 international bestseller Just Listen: Discover the Secret to Getting Through to Absolutely Anyone Good salespeople tell stories that inform prospects; great salespeople tell stories that persuade prospects. This book reveals what salespeople need to do to become persuasive story sellers. -Gerhard Gschwandtner, publisher of Selling Power This book breaks the paradigm. It really works miracles! -David R. Hibbard, President, Dialexis Inc (TM) What...



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