



## Dirty Little Secrets: Why Buyers Can't Buy and Sellers Can't Sell and What You Can Do about It

By Sharon Drew Morgen

Morgen Publishing, United States, 2009. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What is stopping you from closing all of the sales you deserve to close? Hint: it's not you, not your solution, and not the buyer. It's the sales model itself. Now, in this revolutionary book written by the visionary and NYTimes Business Bestseller Selling with Integrity, go behind-the-scenes with the buyer and learn all of the details that go on off-line prior to a purchase. And learn the 12 dirty little secrets that are part of the sales model that actually prevents buyers from buying. Dirty Little Secrets: why buyers can't buy and sellers can't sell and what to do about it breaks down the entire buying decision process, and offers a complete understanding of how buyers buy - the steps they go through, the systems issues they must manage internally, the types of decisions they must make. And learn how the sales model manages merely the last action that buyers take before they adopt a solution. Moving beyond her 7 other highly acclaimed books on her revolutionary Buying Facilitation model, her new...

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