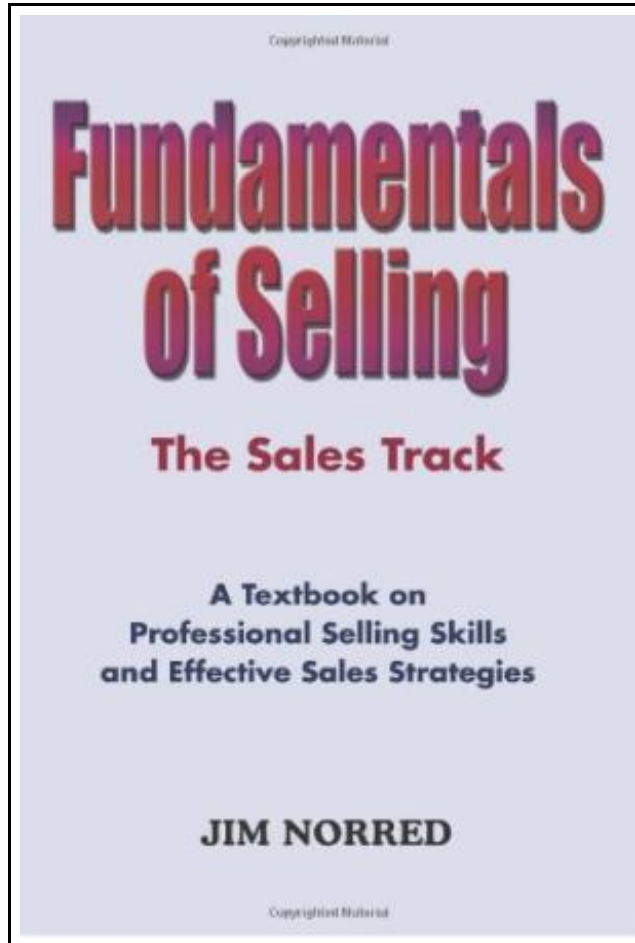


## Fundamentals of Selling: The Sales Track



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Outskirts Press. Paperback. Book Condition: New. Paperback. 222 pages. Dimensions: 10.1in. x 5.9in. x 0.6in. In **Fundamentals of Selling - The Sales Track**, author and professional sales trainer, Jim Norred, presents a detailed nuts and bolts overview of professional selling skills. Basic selling skills and techniques havent really changed that much over the years. They transcend our technology driven lifestyles. In its most elementary sense, selling is still simply knowing what to say, how to say it, and when to say it. **Fundamentals of Selling** was designed to appeal to a broad spectrum of sales skill levels and selling environments. The skills taught in this book encompass outside sales, telephone sales, and retail sales. Everyone from sales aspirants to new or veteran sales people will benefit from this comprehensive sales primer. For sales managers and trainers responsible for developing and administering their companys sales training program, this manual provides a blueprint for designing an excellent sales training course. - Teaches you the Sales Track concept of how an ideal sales presentation should be conducted. The authors easy to follow narrative style is accented with numerous anecdotes and situational examples that help illustrate key points. - Examines the psychological dynamics of the sales process and how to make it a win - win proposition for both sides. - Contains detailed chapters on successful approach strategies, diagnosing, presenting with benefits, handling objections, closing, and game winning plays. - Explains how to design approach strategies that quickly arouse interest and create a favorable atmosphere for the selling process to begin. - Reveals an effective technique to nullify the dreaded I wouldnt be interested response to your sales approach. - Discloses the best sales comeback ever. It absolutely works!- Also includes Skills Development Exercises designed to help facilitate the training process and improve retention of...



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