

The New Conceptual Selling

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to succeed in today's business world of tough and fast decision makers how a statement is made can be more important than what it says even the best ideas face resistance and rejection as all too often people make the mistake of focusing solely on the content of their proposal and giving little thought to the way they will deliver it in a two year survey customer research experts miller and williams studied 1 700 executives and discovered that good ideas are not enough to make any sort of impact they must be delivered effectively they reveal the five different types of decision maker including charismatics thinkers sceptics followers and controllers and show how to best sell ideas

to each whether it be a proposal or a business plan the 5 paths to persuasion unlocks the secrets of persuasion necessary to present any kind of idea successfully

a powerful behavioral based approach to closing sales called dimensional selling the q4 model evaluates customers specific behavioral patterns it enables sales professionals to tailor presentations to personality traits thereby forging strong bonds of trust and enduring relationships with customers psychologists victor buzzotta and robert lefton present this proven sales approach based on behavioral science that is guaranteed to give sales professionals an unbeatable competitive edge drawing upon their work with citicorp hyatt corp merrill lynch warner bros and other top companies the authors show readers how to pinpoint what motivates individual buyers work more effectively with customers by understanding their basic behavior patterns adapt selling strategies on the fly manage problem customers regardless of their issues plan sales calls that optimize the chances of success

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the fourth estate

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