



## Critical Selling Skills: How Top Performers Accelerate the Sales Process and Close More Deals (Hardback)

By Justin Zappulla, Nick Kane

John Wiley Sons Inc, United States, 2015. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Master these top-performing sales skills to dominate the marketplace Critical Selling is a dynamic and powerful guide for transforming your sales approach and outperforming your competition. This book is based on Janek Performance Group s, an award winning sales performance company, most popular sales training program, Critical Selling(R). Let authors Justin Zappulla and Nick Kane, Managing Partners at Janek, lead you through their flagship sales training methodology to provide you with the strategies, skills and best practices you need to accelerate the sales process and close more deals. From the initial contact to closing the deal, this book details the winning strategies and skills that have supercharged the sales force of program alumni like OptumHealth, Santander Bank, Daimler Trucks, California Casualty, and many more. Concrete, actionable steps show you how to plan a productive sales call, identify customer needs, differentiate yourself from the competition, and wrap up the sale. You ll also learn proven techniques for building rapport, overcoming objections, dealing with price pressures,...



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