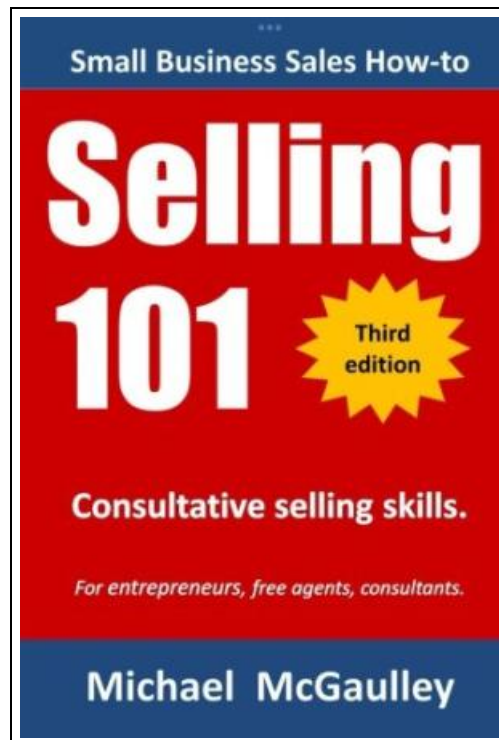


## Selling 101: Consultative Selling Skills: For New Entrepreneurs, Free Agents, Consultants



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## SELLING 101: CONSULTATIVE SELLING SKILLS: FOR NEW ENTREPRENEURS, FREE AGENTS, CONSULTANTS



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CHAMPLAIN HOUSE MEDIA, United States, 2013. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This third Edition of **SELLING 101** is drawn from the selling skills training courses and sales how-to books the author developed for top marketing organizations. It is intended for sales people with some experience. Ideal for sales meetings and continuing OJT. **SELLING 101** is a sales book designed to provide practical sales how-to guidance on the kind of consultative sales and selling skills useful to both beginners and experienced sales people looking for fresh ideas and the kind of selling skills how-to training provided in the sales universities of top sales and marketing organizations. Selling face to face is a main focus of this sales book, as is using a consultative sales approach. **SELLING 101** also provides the practical sales how-to guidance needed as more and more people are setting up new businesses, or shifting to self-employment as consultants, free agents, free lancers, and new entrepreneurs. Among the topics covered in this sales book: Sales prospecting for locating viable prospects. Getting past gatekeepers and screens. Using the phone to intrigue prospects into granting appointments. Making face to face sales calls. Using a consultative selling approach to build the prospect s awareness of needs, then make the case for how the product or service will best fill those needs. Handling objections and questions. Closing the sale. Following up after the sale. **PART ONE: LOCATING PRIORITY PROSPECTS** 1. Creating Your Prospect List - Checklist to trigger thinking - Summary/action plan 2. Setting Priorities Among Prospects - How to fail: spread yourself too thin - Criteria in setting priorities among potential prospects **PART TWO: LOCATING AND GETTING THROUGH TO THE APPROPRIATE DECISION MAKER** 3. Finding the Person or Team...



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