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Sinopsis

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Part I: Developing a Personal Selling Philosophy

1. Personal Selling and the Marketing Concepts
2. Personal Selling Opportunities in the Age of Information

Part II: Developing a Relationship Strategy

3. Creating Value with a Relationship Strategy
4. Communication Styles: Managing Selling Relationships
5. Ethics: The Foundation for Relationships in Selling

Part III: Developing a Product Strategy

6. Creating Product Solutions
7. Product-Selling Strategies that Add Value

Part IV: Developing a Customer Strategy

8. The Buying Proecess and Buying Behavior
9. Developing and Qualifying a Prospect Base

Part V: Developing a Presentation Strategy

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10. Approaching the Customer
11. Creating the Consultative Sales Presentation
12. Creating Value with the Sales Demonstration
13. Negotiating Buyer Concerns
14. Closing the Sale and Confirming the Partnership
15. Servicing the Sale and Building the Partnership

Part VI: Management of Self and Others

16. Opportunity Management: The Key to Greater Sales Productivity
17. Management of the Sales Force

Appendix 1: Finding Employment: A Personalized Marketing Plan for the Age of Information

Appendix 2: Use of Customer Relationship Management (CRM) Software (ACT!)

Appendix 3: Partnership Selling: A Role-Play/Simulation for Selling Today