

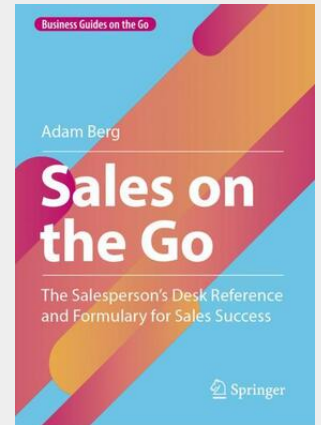
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Sales on the Go

The Salesperson's Desk Reference and Formulary for Sales Success

This book helps salespeople decode jargon and doublespeak commonly heard during the selling process and offers tips on how to move beyond ambiguous terminology and close the deal. Sorted into sales, marketing and management sections, Sales on the Go breaks each area down into five easy Q & A segments that highlight the most common and easily misunderstood phrases, comments, statements, and questions that salespeople hear every day. What to do when you encounter these phrases is spelled out in a simple to find, and easy to follow format which makes this book appealing to everyone with a sales job, whether you're just starting out or have years of experience.

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37,44 €

34,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781071632109

Medium: Buch

ISBN: 978-1-0716-3210-9

Verlag: Springer US

Erscheinungstermin: 17.05.2023

Sprache(n): Englisch

Auflage: 1. Auflage 2023

Serie: Business Guides on the Go

Produktform: Gebunden

Gewicht: 353 g

Seiten: 155

Format (B x H): 153 x 216 mm

