



Stop Telling, Start Selling: How to Use Customer-Focused Dialogue to Close Sales

Linda Richardson

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In this revised edition of her best-seller, noted sales consultant Linda Richardson offers salespeople the tools they need to successfully use customer-focused, dialogue selling. Featuring real-world dialogue samples, helpful dos and don'ts, self-tests, checklists, and other useful tools, this guide offers insight on every aspect of face-to-face selling, from the initial introduction through the needs identification and the negotiation of terms and price to the successful close, with prime emphasis on the six critical skills necessary to the dialogue-driven sales call: presence, rapport building, questioning, listening, product positioning, and checking.

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