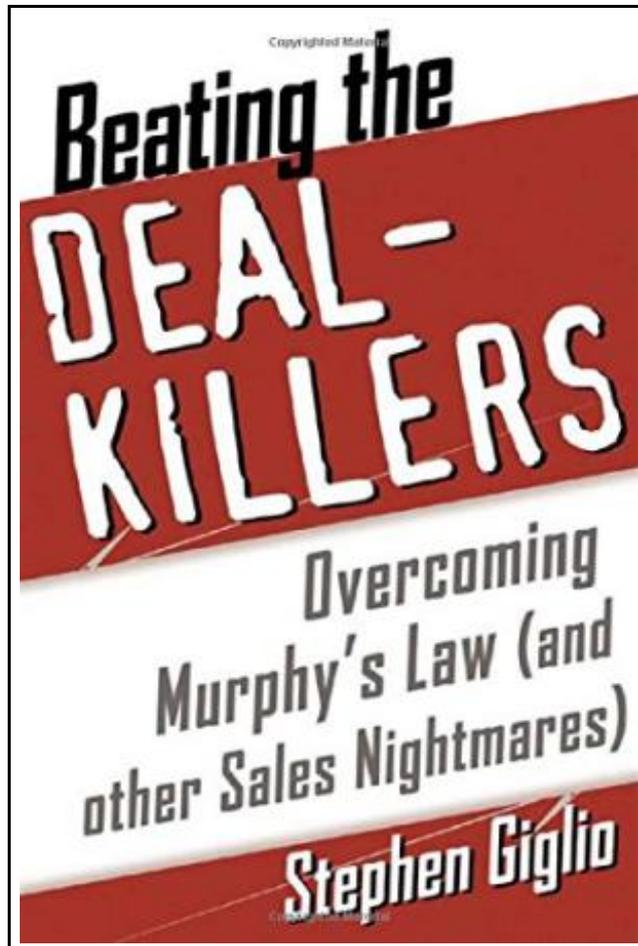


Beating the Deal-killers: Overcoming Murphy s Law (and Other Sales Nightmares)



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BEATING THE DEAL-KILLERS: OVERCOMING MURPHY S LAW (AND OTHER SALES NIGHTMARES)



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McGraw-Hill Education - Europe, United States, 2002. Paperback. Book Condition: New. 212 x 140 mm. Language: English . Brand New Book. What can go wrong will, in life and in sales. In Beating the Deal-Killers, sales consultant and coach Stephen Giglio identifies the key Murphy s Laws of selling - things than can go wrong, and often do, in sales presentations and client meetings. He shows how to turn Murphy s Laws around by anticipating problems, handling them deftly when they happen, and making the sale every time. Part basic selling strategy, part troubleshooting guide, Beating the Deal-Killers walks readers step-by-step through every stage of the sales meeting, from first contact with the client and the initial assessment of his needs to making the close and following up. A sales consultant to leading companies including American Express and Citicorp, Giglio anticipates what can go wrong and offers tips, pointers and sound advice for turning potential problems to your advantage. Grounded in common sense, with a real-world approach to the tough job of selling, Beating the Deal-Killers takes as its premise that people buy people first and products second. It shows: How to win over a reluctant or unfriendly client; How to conduct reconnaissance to uncover your client s secret needs and wants; How to prepare for a sales call so that you re not rehearsing at the last minute in your client s parking lot; How to use visual and verbal cues to keep your client s attention - and what to do when he starts doodling on his notepad or glancing at his watch; The right words and phrases to use in your presentation to move your client closer to the close. Giglio hands you a phrase list to use to motivate your client to action. What to do...



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