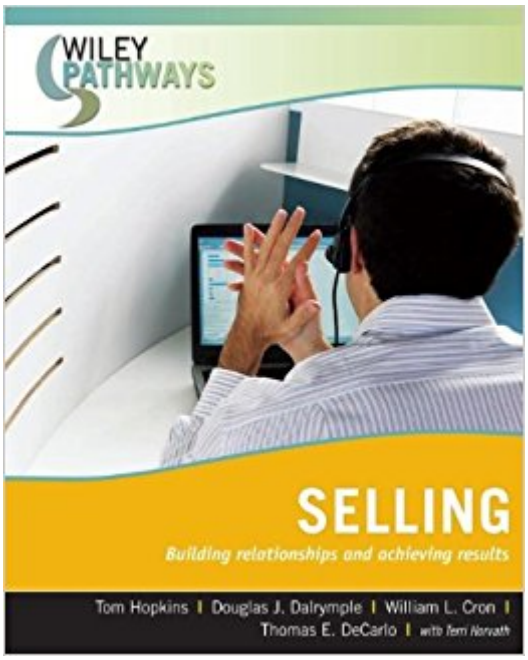
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Synopsis

Salesmanship is an essential skill that carries over into many industries. In Selling, the latest text from the Business series in the Wiley Pathways imprint, students learn up-to-date information and techniques on prospecting, planning sales calls, making great presentations, and closing the sale.

Book Information

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You can get there Where do you want to go? You might already be working in the sales field and may be looking to expand your skills. You might be setting out on a new career path. Or, you might want to learn more about exciting opportunities as a salesperson. Wherever you want to go, Wiley Pathways Selling will help you get there. Easy-to-read, practical, and up-to-date, this text not only helps you learn fundamental sales skills; it also helps you master the core competencies and skills you need to succeed in the classroom and in the real world. The bookÃ¢â ¬â„¢s brief, modular format and variety of built-in learning resources enable you to learn at your own pace and focus your studies. With this book, you will be able to: Understand buyer behavior and how to uncover the needs and wants of customers. Communicate effectively and build a relationship with your buyer. Prospect for and qualify new customers. Plan for a sales call, including digging up needed information, developing an effective marketing strategy, and clarifying your sales presentation objectives. Ace the sales callÃ¢â ¬â •get the appointment and make a positive impression. Respond to objections and negotiate buyer concerns and problems. Close the saleÃ¢â ¬â •know the techniques that help you help your customer make the right decision, seal the deal, and counter common stalling tactics. Build and strengthen your partnership with your customer after the sale.

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Bought as a textbook in one of my college classes.Good price,about a quarter of the price the college bookstore wanted.Great Deal!

This book is a great introduction to sales for those of you with no prior sales experience. For those of you already in sales, I would recommend looking elsewhere. It was the textbook for a course on sales that I took at junior college and served its purpose at the time. It helped me get a clue of what to expect in sales, but truth be told, there is nothing like just doing it.

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