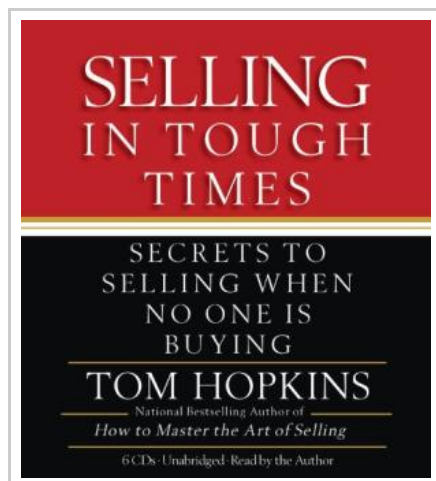




Selling in Tough Times: Secrets to Selling When No One Is Buying

By Tom Hopkins

Little, Brown Company, United States, 2010. CD-Audio. Book Condition: New. Unabridged. 145 x 132 mm. Language: English . Brand New. The trick to business success is maintaining a positive attitude and enthusiasm for what you do and heeding some simple but extremely effective principles, including: Success Is In Who You Know: working with existing clients to generate new leads for business is crucial to success in a challenging market. Potential new clients don t know where to turn for their need, especially in fields where there has been high turnover. This is where the career sales professional captures market share and thrives during a down cycles. Retaining (and Rewarding) Customers: Build loyalty in your client base. Excellent service and consistent follow-up ensures happy customers and ongoing success. Reducing Sales Resistance: When challenging times arise, many people choose to put off making buying decisions altogether. When you find a potential client help them overcome their fears in order not only to stay in business, but to thrive. Converting Clients from the Competition: In slow economic times, getting new clients away from the competition will be an important option for you to consider.



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