



How to Say It: Business to Business Selling: Power Words and Strategies from the World's Top Sales Experts (How to Say It... (Paperback))

By Geoffrey James

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There are approximately 35 million business to business sales reps in the country selling everything from books and computers to furniture and flooring. They know as well as anyone that selling to other businesses is not the same as selling to consumers. Businesses have different budgets, needs, demands, and expectations from those of general consumers. That means an entirely different skill set is required of business to business sales reps.

How to Say It: Business to Business Selling is the only book of its kind that caters exclusively to business to business sales professionals. Its short chapters provide tips and strategies tailored especially for the unique business to business selling process. You'll learn how to:

- Motivate Yourself to Sell
- Craft an Elevator Pitch
- Find Hot Sales Leads
- Make a Cold Call
- Use Voicemail to Sell
- Give a Sales Presentation
- Write a Sales Proposal
- Give a Product Demo
- Negotiate the Best Deal
- Close a Sale
- Create a Powerful Sales Process
- Sell to Top Executives
- Build Sales Partnerships
- Get a Customer Referral
- Accelerate Your Sales Cycle

With How to Say It: Business to Business Selling you can sell business to business like a seasoned pro.

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Editorial Review

About the Author

Geoffrey James is the primary sales training writer for *Selling Power* magazine, and since 2007, he has authored *Sales Machine* on CBS Interactive's BNET website, a sales-oriented blog that has won prestigious awards from the Society of American Business Editors and Writers and the American Society of Business Publication Editors.

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