



Keynotes for Compelling Sellers (Paperback)

By Philip R Lund

Createspace, United States, 2011. Paperback. Book Condition: New. 200 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****. Keynotes for Compelling Sellers - The Compelling Sellers Bible How To Make More Sales, 18 May 2012 By Tony Jones This is a good book, a very good book. I first read Compelling Selling many years ago and of all the books on selling I had read it was, and still is, the best. And although I had re read it several times over the years, it was only when I read Keynotes that I realised how little of what I had learned I was actually putting into practice. Keynotes made me realise how lazy I'd become and that I wasn't structuring the sale properly. When you've been selling a long time it's easy to get into bad habits and reading it reminded me of how I should be approaching the sale process. It's too easy to be unstructured; you have a pleasant conversation and end up believing that if the prospect likes you, you are going to take the order. And it doesn't work that way. Without a well structured approach to...

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