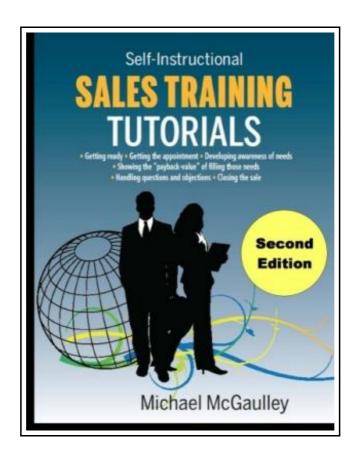
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Champlain House Media. Paperback. Book Condition: New. Paperback. 234 pages. Dimensions: 11.0in. x 8.5in. x 0.5in.SALES TRAINING TUTORIALSMichael McGaulleyWHAT IT ISSALES TRAINING TUTORIALS is a concise, to-thepoint, information-rich sales training book particularly directed to the needs of people who are new to selling . . . people such as new small business owners, consultants, free-agents, free-lancers and self-employeds who will benefit from better selling skills. This sales book is set up around 25 practical sales skills tutorials that guide the newbie through all the steps from getting started with an idea (for a product or service), through finding prospects, making sales calls, handling sales objections and questions, closing the sale, and following up. Each tutorial contains practical sales how-to tips, including checklists, and model selling scripts. With this sales book and the sales how-to tips, model sales scripts, checklists, and templates for organizing your new knowledge, you are only hours away from a clear vision of what you will sell, how to reach qualified prospects, how to create an awareness of their need for what you offer, of responding productively to questions and objections, and of closing salesWHO IT IS FORSALES TRAINING TUTORIALS is mainly intended for individuals who are starting up new ventures - or starting over after a career change - and need to quickly absorb practical sales techniques needed for sales success. It can be used as the basis for hands-on new entrepreneur sales training programs in community colleges or job creation centers. This sales book is also a to-the-point guide to selling consulting services, and marketing free agent or free lance projects. Note: SALES TRAINING TUTORIALS is designed for beginners. A companion book, SELLING 101, also by Michael McGaulley, is directed to the needs of more experienced sales people, as well as sales managers, sales team...

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