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Advanced Selling for Beginners

By Alex McMillan

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Advanced Selling for Beginners, Alex McMillan, An examination of the whole process of selling, addressing it in a way that should appeal to newcomers to sales as well as experienced staff and also to anyone in an organization who has to sell as a part of a wider managerial or organizational remit. In business everyone has to sell something, be it ideas, procedures, commitment or goods or services. Here, the reader will find many useable and tried approaches to make it to the top of the selling scale. Alex McMillan adds to the essential sales techniques the effective practices of NLP (Neuro-linguistic programming), that immediately help the sales person to achieve better and more profitable sales. The book is written to help the reader achieve personal as well as organizational targets in a way that is inspiring and very motivational.



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