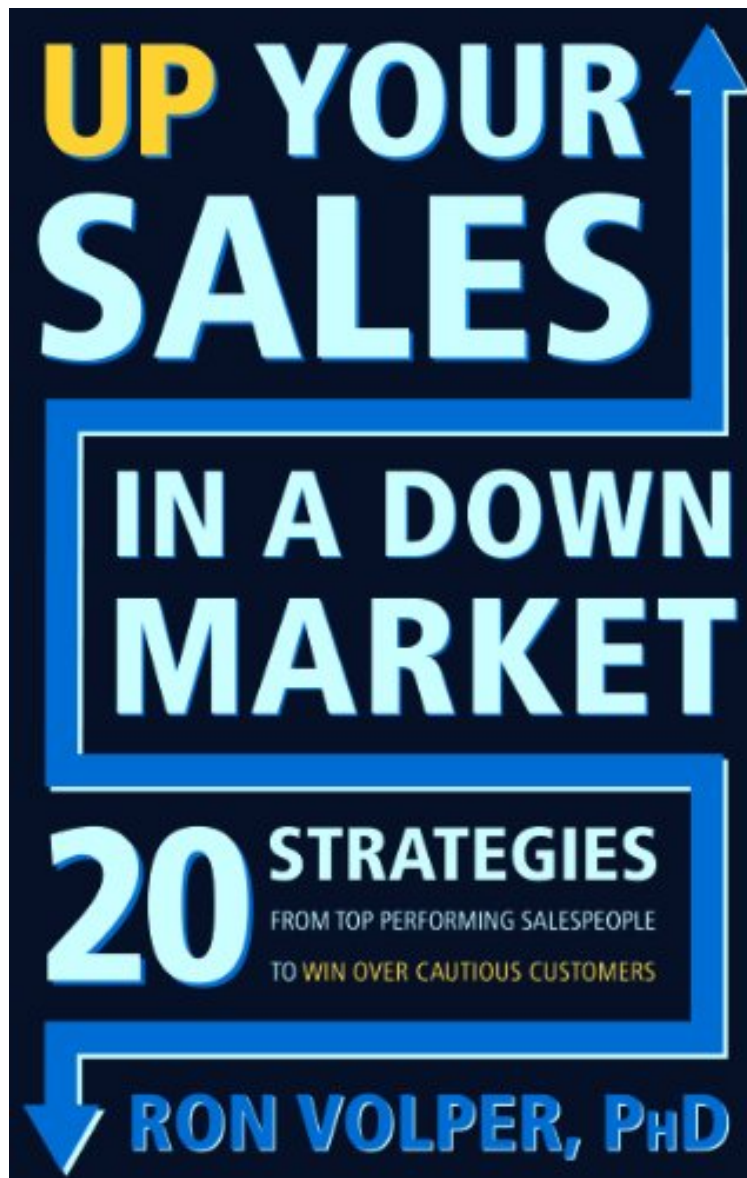


[Mobile ebook] Up Your Sales in a Down Market: 20 Strategies From Top Performing Salespeople to Win Over Cautious Customers

Up Your Sales in a Down Market: 20 Strategies From Top Performing Salespeople to Win Over Cautious Customers

Ron Volper

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Ron Volper : Up Your Sales in a Down Market: 20 Strategies From Top Performing Salespeople to Win Over Cautious Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Up Your Sales in a Down Market: 20 Strategies From Top Performing Salespeople to Win Over Cautious Customers:

0 of 0 people found the following review helpful. A Must Have For Any Sales or Marketing Professional
By SalesRep1
Ron Volper stays true to his word in this book: he gives practical advice and guidance on how to sell to cautious customers in this difficult economy. This book is very user-friendly, easy to follow and provides guidance and direction from a business professional who has worked with many Fortune 500 companies in his career. Each chapter provides easy to follow pointers on selling to cautious customers and includes a vignette from Volper's own sales experience. Whether you are a seasoned pro or just getting started in sales (or anywhere in between) this book will give you the tools and confidence to sell in this down economy.
4 of 4 people found the following review helpful.
Excellent Resource
By PeteT
This book is extremely useful for anyone in the area of sales, and who understands the difficult environment we face. The author does an excellent job of tackling complex issues in a "user-friendly" way, as well as offering concrete steps to take to increase sales. I have requested that my entire sales team read the book.
5 of 5 people found the following review helpful. Excellent Book
By Miles N.
I have read a number of books that have tried to address how to cope with our flailing economy and I think this one finally nails it. I was very impressed by how comprehensive and readable this book is. I strongly recommend it.

These are tough times, and even seasoned sales pros are feeling the pain of an unpredictable economy. Cautious customers are taking longer to make their buying decisions and switching providers at the drop of a hat. Dr. Ron Volper's new book, *Up Your Sales in a Down Market*, has arrived just in time. As a successful entrepreneur and sales executive with three decades in business, Ron has written an easy-to-follow, hands-on guide that will help sales rookies, struggling reps, and even top-performing salespeople boost their company's revenues faster than they thought possible. Based on extensive field research with the best-of-the-best sales pros, this jam-packed book offers 20 clearly defined selling strategies, plus hundreds of examples and sample dialogs that teach salespeople and sales managers exactly how to:

- + Win over cautious customers even in a down market
- + Overcome customer fears and objections so they are ready to buy
- + Avoid and bounce back from a sales slump
- + Prepare and present business presentations that close more and bigger sales
- + Lead and train sales teams based on the winning habits of top-performing salespeople