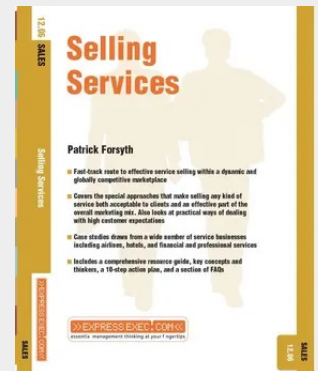


Selling Services

The sales function is the front-line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people.

* Fast-track route to effective service selling within a dynamic and globally competitive marketplace * Covers the special approaches that make selling any kind of service acceptable to clients and an effective part of the overall marketing mix. Also looks at practical ways of dealing with high customer expectations * Case studies drawn from a wide number of service businesses including airlines, hotels, and financial and professional services * Includes a comprehensive resource guide, key concepts and thinkers, a 10-step action plan, and a section of FAQs



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Nicht mehr lieferbar

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