

Spin Selling

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true or false in selling high value products or services closing increases your chance of success it is essential to describe the benefits of your product or service to the customer objection handling is an important skill open questions are more effective than closed questions all false says this provocative book neil rackham and his team studied more than 35 000 sales calls made by 10 000 sales people in 23 countries over 12 years their findings revealed that many of the methods developed for selling low value goods just don t work for major sales rackham went on to introduce his spin selling method spin describes the whole selling process situation questions problem questions implication questions need payoff questions spin selling provides you with a set of simple and practical techniques which have been tried in many of today s leading companies with dramatic improvements to their sales performance

dieses buch erläutert mit klarheit und struktur die wichtigsten elemente einer erfolgreichen verhandlung diese sind oft geprägt von verschiedenen sichtweisen zielen und methodiken das periodensystem der verhandlung hilft ihnen dabei bessere ergebnisse zu erzielen sie finden den richtigen mix für ihre persönliche vorbereitung perfekt abgestimmt auf ihren stil und die anforderungen der jeweiligen situation alle abschnitte des buches können unabhängig voneinander genutzt werden ohne das gesamtwerk von a z durcharbeiten zu müssen ein buch für alle die sich erstmals mit verhandlungen im detail beschäftigen und alle die ihr wissen erweitern oder auffrischen wollen mit vielen tipps aus der praxis erfolgs und misserfolgsbeispielen hintergrundwissen sowie fundierten erkenntnissen der wissenschaft

we started asymmetrical for a laundry list of reasons but all those reasons point back to one underlying goal adding value if asymmetrical has a single objective that is we know that if we add enough value to enough people through asymmetrical then we'll be able to raise the tide of independent publishing not just our own work but indie publishing as a whole that way everyone benefits a rising tide lifts all boats adding value is the reason we've put together this guide we want to prove to you that you needn't worship at the altar of the old guard that you needn't submit to anyone you can successfully publish on your own soup to nuts controlling every morsel of the process the present day is the most exciting time in history to be an author no longer are you beholden to the gatekeepers no longer must you compromise your art for the first time in publishing history you are in control we know this first hand the authors of this guide aren't some hacks who just write about writing nope rather when we weren't happy with the publishing landscape we took matters into our own hands we refused to wait for someone else's permission to publish our work and guess what we've been successful we've published over 30 books nonfiction fiction and memoirs several of which have been bestsellers we've toured internationally and we've established audiences larger than most traditionally published authors but that's because we're not just authors and neither are you over the course of this guide we'll show you based on our own experience as successful independent authors how to publish an indie book this book includes six chapters 1 how to write a book 2 how to edit and proofread your book 3 how to create a book cover author bio and synopsis for your book 4 how to format your book for print ebook and audiobook 5 how to distribute your book via various sales channels 6 how to successfully promote your book to an audience

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this book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time from the surge of ebooks to the self-publishing explosion and the growing popularity of audiobooks book wars provides a comprehensive and fine-grained account of technological disruption in one of our most important and successful creative industries like other sectors publishing has been thrown into disarray by the digital revolution the foundation on which this industry had been based for 500 years the packaging and sale of words and images in the form of printed books was called into question by a technological revolution that enabled symbolic content to be stored manipulated and transmitted quickly and cheaply publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs the old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants including powerful new tech giants who saw the world in very different ways the book wars had begun while ebooks were at the heart of many of these conflicts thompson argues that the most fundamental consequences lie elsewhere the print on paper book has proven to be a remarkably resilient cultural form but the digital revolution has transformed the industry in other ways spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms most important of all it has transformed the broader

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the first book on managing major sales from the bestselling author of spin selling

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