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Overcoming Top Sales Objections: How To Handle The Most Difficult Sales Objections To Closing A Sale, Made For Success



Overcoming Top Sales Objections

How to Handle the Most Difficult Sales Objections to Closing a Sale

Featuring Tom Hopkins, Zig Ziglar, and Bryan Ferryman

- Overcome Objections with Ease
- Control Your Voice in Objections
- Close More Sales



Synopsis

Do you have a process that you can use to overcome even the most bizarre sales objections? Learn how master salespeople smoothly close deals in the face of the world's toughest objections. In this audiobook, you'll learn a four-step program taught by IBM and Xerox that has proven to produce top-performing salespeople in their industry. This needs-based approach will help you overcome objections with ease and close a higher percentage of sales. One of the world's top motivational speakers, Zig Ziglar, will teach you how to adjust your voice inflections to overcome the five most common sales objections. Your voice can make all the difference in phone sales and presentations, so knowing how to control it is key. Also in this audio program, Tom Hopkins, America's number-one sales trainer, shows you how to find out what people are willing to pay for your products and services. Never before has a more comprehensive collection of sales expertise from best-selling authors been assembled. Usher your career into the top two percent of sales achievers by learning these advanced techniques for handling sales objections.

Book Information

Audible Audio Edition

Listening Length: 3 hours and 12 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Made for Success, Inc. and Blackstone Audio, Inc.

Audible.com Release Date: October 7, 2014

Language: English

ASIN: B00O9GMNAG

Best Sellers Rank: #111 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #257 in Books > Business & Money > Marketing & Sales > Sales & Selling #1054 in Books > Business & Money > Personal Finance

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