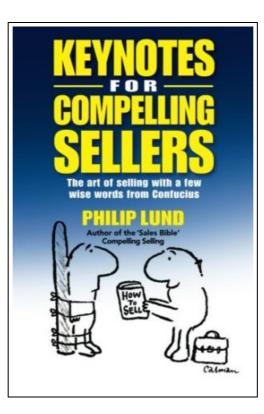
Keynotes for Compelling Sellers



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KEYNOTES FOR COMPELLING SELLERS



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Paperback. Condition: New. 112 pages. Keynotes for Compelling Sellers -The Compelling Sellers BibleThis book has been created as a ready reference for the professional salesman who is looking for ideas, rejuvenation and inspiration after a hard day in the field. It will also be useful for the new salesman, for its ideas on the sales process, as well as the person who is just interested to know how to persuade a little better. It is derived from the 2007 third edition of Compelling Selling which has been known as the Salesmans Bible for more than 30 years. Both texts have been written by Philip Lund who has been in front line selling for over 40 years, from low to high levels covering every type of market from retail, office and engineered products to financial services, process and outsourced services and management consultancy. Keynotes for Compelling Sellers aims to get the key sales messages over in a short, sharp and easily read way. To this end, the tweet style of 140 images has been chosen. This matches the aphoristic excerpts from the Sayings of Confucius taken from the adaption of Confucius to modern usage Confucius and Co Thoughts of the Chairman Confucius lived around 500BC and trained professional administrators of that period. His Sayings are very much around sorting out your head, getting your act together and operating to the highest standards. We should all agree that these are key messages to the sales professional too. Philip R. LundPhilip Lund as born in New Zealand, went to school in England and took a degree in Economics at Harvard College. He went on to the Sloan Programme at the London Business School. His commercial career began as a market analyst, first with Chemstrand (Monsanto Fibers) in New York and then with Viyella...

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