



Business Solution Series: Great Selling Skills (Business Solutions)

Bob Etherington

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Nearly everyone within a company is involved in selling at one level or another. Yet, the majority of those people are not professional frontline salespeople – they have never received any training in selling or in dealing with customers. As a result, opportunities are missed and, worst, you may even have wrecked the relationship with the customer for the long term. Written in a quick-read and practical way, this book presents a set of simple, basic skills for selling, aimed exclusively at those people who have never been trained in the art of selling. Based on the successful courses which the author has been running for over ten years for beginners in sales, this book is intended to enable anyone to make a sound contribution to the overall sales process.



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