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EMPOWERMENT SELLING: STOP SELLING AND START FULFILLING YOUR CUSTOMER S NEEDS



Fisher Publishing, United States, 2014. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Empowerment Selling demonstrates the paradigm shift from selling a product or service by having to convince the customer that it s the best product/service (which, at the extreme, would be high pressure sales) to facilitating the customer in a client-generated solution for a successful outcome which helps build collaborative, ongoing relationships-and a long-term sales win/win strategy. We...

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- Authored by Mark Bornstein
- Released at 2014



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