



How to Sell When Nobody's Buying: (and How to Sell Even More When They Are)

By Dave Lakhani

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, How to Sell When Nobody's Buying: (and How to Sell Even More When They Are), Dave Lakhani, The most effective sales strategies for tough economic times Today's selling environment is tough, and only getting tougher. The old tactics are no longer working, and the current economy is only making selling more difficult. You need sales tactics and strategies that work now and fast .even when no one wants to buy-and tactics and strategies that will work even better when they do want to buy. How to Sell When Nobody's Buying is a practical, effective guide to selling even in the toughest of times. This book is packed with new information about creating sales opportunities. Most sales strategies taught today are based on outdated information from ten, twenty, even thirty years ago and they simply don't work today. You'll find the tools and information you need to gain confidence, create powerful alliances, profitable social networks, and drive your profits to unprecedented highs. Whether you sell business-to-business or direct to the consumer, whether you sell real estate or retail, this is the sales guide for you.* Features effective, simple strategies for...



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