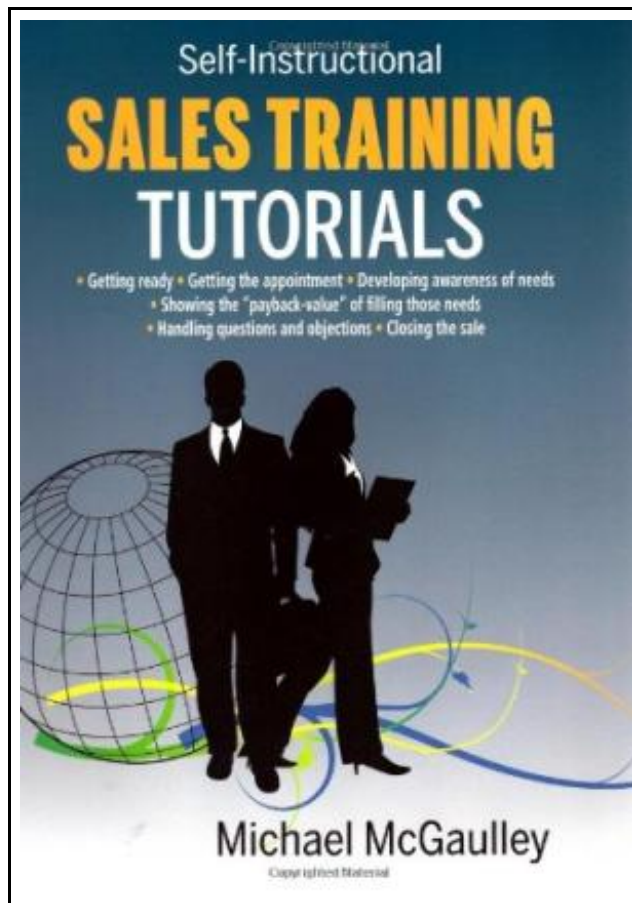


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***(Tierra Kunde)***

## **SALES TRAINING TUTORIALS: 25 TUTORIALS INCLUDE CONSULTATIVE SELLING SKILLS GET PAST GATEKEEPER TO PROSPECTS SPOT BUYING SIGNALS HANDLE QUESTIONS OBJECTIONS TELEPHONE SALES ETIQUETTE TYPES USE OF PROOF SOURCES CLOSE SALES**



Champlainhousemedia. Paperback. Book Condition: New. Paperback. 242 pages. Dimensions: 10.9in. x 8.3in. x 0.7in. **SALES TRAINING TUTORIALS** Small Business Sales How-to Series Michael McGaulley **WHAT IT IS** **SALES TRAINING TUTORIALS** is a sales training book particularly directed to the needs of people who are new to selling . . . people such as new small business owners, consultants, free-agents, free-lancers and self-employeds who will benefit from better selling skills. This sales book is set up around 25 practical sales skills tutorials that guide the newbie through all the steps from getting started with an idea (for a product or service), through finding prospects, making sales calls, handling sales objections and questions, closing the sale, and following up. Each tutorial contains practical sales how-to tips, including checklists, and model selling scripts. **WHO IT IS FOR** **SALES TRAINING TUTORIALS** is mainly intended for individuals who are starting up new ventures - or starting over after a career change - and need to quickly absorb practical sales techniques needed for sales success. It can be used as the basis for hands-on new entrepreneur sales training programs in community colleges or job creation centers. This sales book is also a to-the-point guide to selling consulting services, and marketing free agent or free lance projects. Note: **SALES TRAINING TUTORIALS** is designed for beginners. A companion book, **SELLING 101: Consultative Selling Skills**, also by Michael McGaulley, is directed to the needs of more experienced sales people, as well as sales managers, sales team leaders, and sales trainers in organizations and colleges. **WHAT YOU WILL LEARN** The tutorials are set up around key, practical questions like those following. In each tutorial, you will find how to tips, model scripts, checklists, and templates for pulling together your ideas and insights. Here are some of those questions: - Are there important needs that my product...



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