



Smart Selling B2B: Köpfchen statt Hardcore (German Edition)

Franziska Brandt-Biesler

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Kennen Sie das? Sie wenden gerade eine ganz raffinierte Verkaufsmethode an und Ihr Kunde verdreht nur gelangweilt die Augen? Wenn Sie Glück haben, zeigt Ihr Gegenüber sich nachsichtig und verbucht Sie unter »unerfahrener Anfänger, der gerade auf einem Seminar war«. Im schlimmsten Fall beurteilt er Sie aber als schwachen Verkäufer und nimmt Sie nach Strich und Faden auseinander.

Es ist ein gewaltiger Unterschied, ob Sie mit unerfahrenen Privatkunden (B2C) reden oder mit erfahrenen Verhandlungspartnern im B2B-Bereich. Kochrezept-Methoden funktionieren bei Profis leider selten, dabei scheinen sie das Leben doch so viel leichter zu machen.

»Es geht auch ohne!«, sagt die Verkaufstrainerin Franziska Brandt-Biesler, »B2B-Verkauf ist einfach, wenn Sie auf Rezepte verzichten und Ihre Menschenkenntnis nutzen.« In diesem Buch beschreibt sie, wie Verkäufer mit Köpfchen statt Hardcore tragfähige Beziehungen zu Kunden aufbauen und sinnvolle Geschäfte abschliessen können. Dabei ist »Smart Selling« nicht so sehr eine neue Methode sondern eine Anregung, sich auf das zu fokussieren, was Verkaufen eigentlich ist: Zwei Menschen prüfen, ob es sinnvoll ist, Geschäfte miteinander zu machen.

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From reader reviews:

Todd Quesinberry:

A lot of people always spent their very own free time to vacation as well as go to the outside with them household or their friend. Do you know? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read a book. It is really fun for you. If you enjoy the book you read you can spent 24 hours a day to reading a e-book. The book Smart Selling B2B: Köpfchen statt Hardcore (German Edition) it is rather good to read. There are a lot of people that recommended this book. These people were enjoying reading this book. If you did not have enough space to deliver this book you can buy the e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not to cover but this book provides high quality.

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