



The Sales Question Book: Your Guide to the Selling Power of Questions

By Gerhard Gschwandtner

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The Sales Question Book is the only way to take the guesswork out of selling. With more than 1,000 questions at your fingertips, you can select from 101 ways to open a sale, 59 tested questions for handling objections and 169 irresistible closing questions. Extensive interviews with top sales producers have proven that an effective questioning strategy can almost guarantee a sale. These top salespeople have confirmed that knowing the right questions has helped them earn in excess of \$250,000 a year. This easy-to-read, easy-to-use 3-ring-binder sales tool will show you the right questions to ask every time. * Establish good rapport quickly. * Upsell smoothly. * Discover your prospect's expectations easily. * Use trial closes with confidence. * Obtain new leads with referral questions that work. Put the selling power of questions to work for you!

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Editorial Review

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Founder & Publisher, Selling Power, the world's #1 integrated media company serving the sales management market. Selling Power magazine was launched in 1981 and continues to lead the field in sales management intelligence across all markets and industries. www.sellingpower.com is the #1 website for sales management intelligence worldwide. Selling Power Inc. is headquartered in Fredericksburg, VA.

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