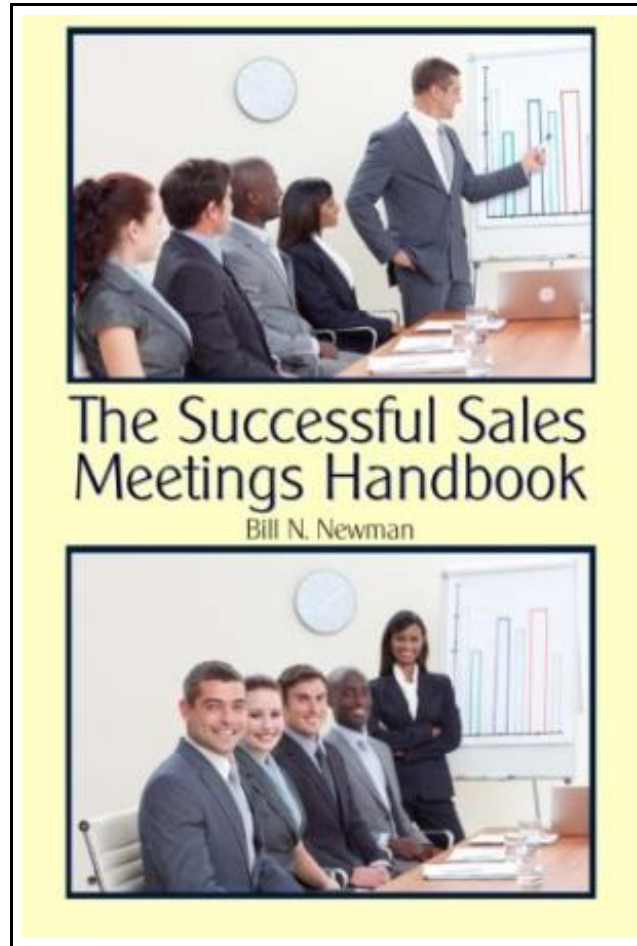


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THE SUCCESSFUL SALES MEETINGS HANDBOOK (PAPERBACK)



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Createspace, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.There s a sales meeting somewhere. Morning, noon, or night, a sales meeting is taking place. There are more this year than last, and next year there ll be more than ever. Sales meetings are popular because of one thing.they pay dividends! They re often the difference between profit and loss, the difference between success and failure. Sales meetings are that important. Meetings can work wonders for the people attending. After a snappy meeting in Akron, Ohio, a salesman remarked, I learned more about selling in one hour than I had in the last year! Another commented, I always get pumped up when I go to sales meetings. I d be lost without them. Good sales meetings are profitable for all concerned. However a sales meeting must actually be good for everyone to benefit. If there s reason to believe a meeting will not be successful, improve your plans .or don t stage the meeting. If there s doubt about the need for a meeting, establish the need .or don t call the meeting. A poor meeting is torture. Even a mediocre meeting is not acceptable. An effective sales meeting is instructional and inspirational, both interesting and exciting. Everyone attending becomes a participant, at least in spirit. They accept and approve, nodding their heads in agreement with the speakers and demonstrations. Seven Ways You Can Benefit From Effective Sales Meetings: 1. You Can Improve Communications. 2. You Can Introduce New Policies and Products. 3. Your Sales Staff Can Be Instructed and Trained. 4. Your Sales Staff Can Be Motivated. 5. You Can Exchange Ideas with Your Staff. 6. You Can Lead Your Staff in Creative Thinking. 7. You...



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