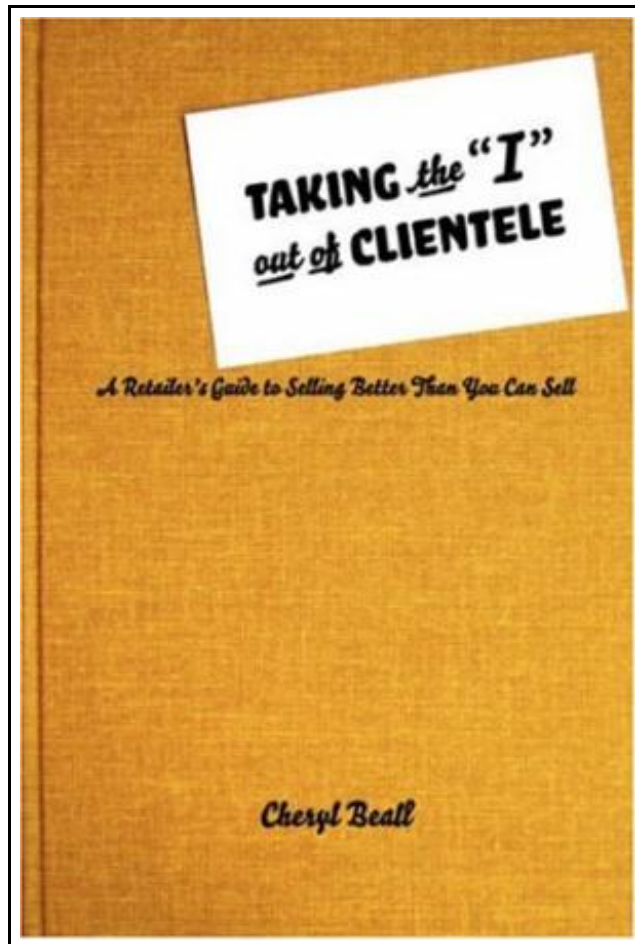


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iUniverse, United States, 2006. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Retail professionals know that successful selling means building a clientele. However, traditional sales training still puts too much attention on the seller and on developing strategies for the short-term sale. Taking the I Out of Clientele turns the conventional wisdom of selling on its head by moving the focus from the seller to the customer, where it truly belongs. After all, no one likes to be sold. Customers want to be helped. With simple, easy-to-apply strategies, retail expert Cheryl Beall shows how to turn potential customers into lifetime clients. You ll discover a selling style that is more natural, more comfortable, and ultimately more effective, as she reveals her proven secrets: * The Don ts and Do s of Selling * The Indispensable Art of Intelligence Gathering * The 30-60-90 Day Contact Calendar * The WIFM- One Thing We Just Can t Live Without You ll also find tips for creating an effective Rapid Response thank-you note, a tactical telephone approach, and a client book that really gets results. By changing the question from what can I sell the customer? to what does the customer need? Taking the I Out of Clientele turns a simple business transaction into a relationship. The result is not only happier customers. It s better business.



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