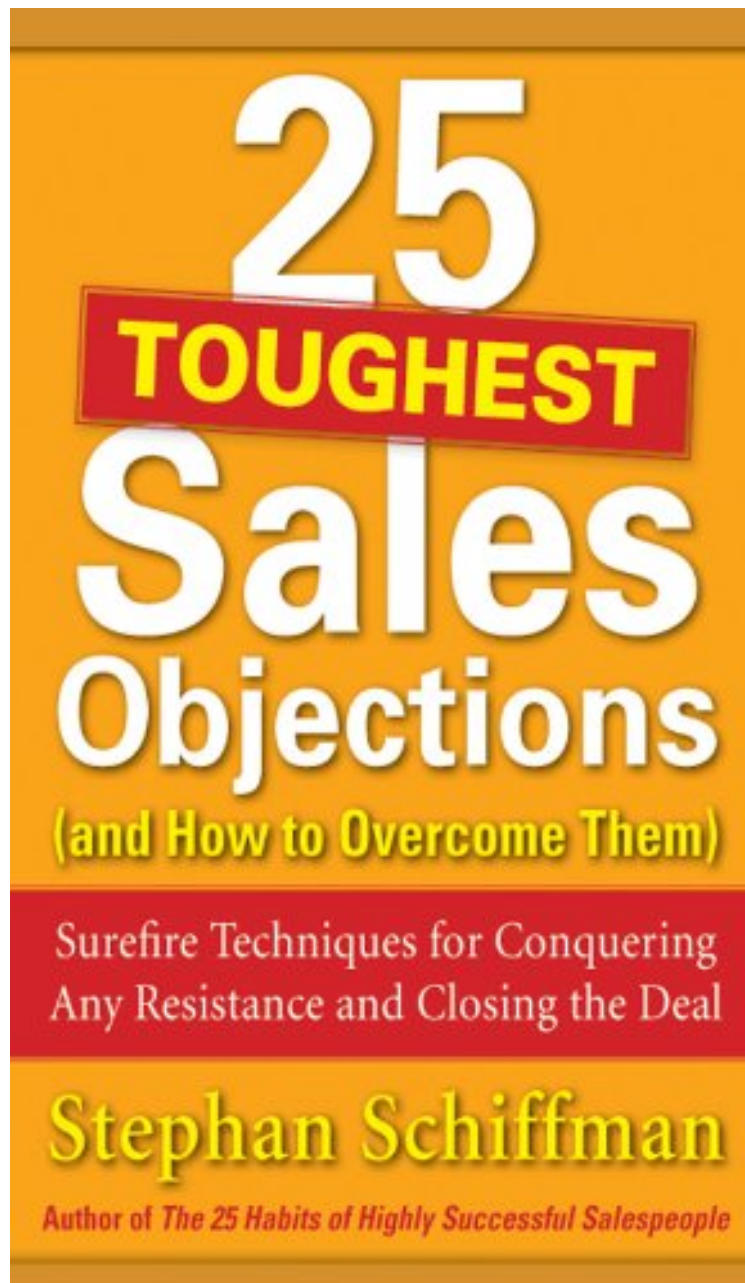


[Free download] 25 Toughest Sales Objections-and How to Overcome Them (Marketing/Sales/Advertising Promotion)

25 Toughest Sales Objections-and How to Overcome Them (Marketing/Sales/Advertising Promotion)

Stephan Schiffman

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#717402 in eBooks 2011-06-17 2011-06-17File Name: B005C3WUDU | File size: 28.Mb

Stephan Schiffman : 25 Toughest Sales Objections-and How to Overcome Them (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or not it would be worth my time, and all praised 25

Toughest Sales Objections--and How to Overcome Them (Marketing/Sales/Advertising Promotion):

1 of 1 people found the following review helpful. Readable, funny, good educational tool. By Ellen Novar Teach it. 6 of 7 people found the following review helpful. Great handbook for handling objections! By DRichter I've read many "sales" books in my career, but the ones I have purchased from Steve Schiffman are consistently among the best! The most recent one I read: "25 Toughest Sales Objections (and How to Overcome Them)" is outstanding. It is realistic, actionable and gets into the psychology of the objection and what the customer is truly telling you with each objection. It is a must read for anyone who struggles with handling objections. As a matter of fact, I liked it so much I just bought 25 more for my sales team and peers. 0 of 0 people found the following review helpful. Five Stars By Arturo Cornejo Excellent

Turn common objections into BIG OPPORTUNITIES! It costs too much! We're switching to overseas vendor! Let me think about it! NO! You can do one of two things when a customer is reluctant to buy: You can back off or go in for the kill. 25 Toughest Sales Objections--and How to Overcome Them helps you choose which direction is the best approach and gives you the tools you need to deflect that obstacle and make the sale. Bestselling author and renowned sales guru Stephan Schiffman has tapped into his decades of hands-on experience training sales professionals and has boiled his list of objections down to the top 25 most frustrating, universal issues. Through sample dialogues and occasionally humorous examples any salesperson can relate to, Schiffman provides the solutions to help turn any "No" into a done deal. At long last, the sales objection has met its match. Stephan Schiffman provides you with an arsenal that helps you combat any negative response and, in the process, turns perceptions of you from sales rep to ultimate problem solver.

About the Author Stephan Schiffman is the founder and former president of DEI Sales, which has trained more than 500,000 professionals in over 9,000 companies during the past 30 years. Mr. Schiffman, who has written dozens of books that have sold millions of copies, lives in New York City.