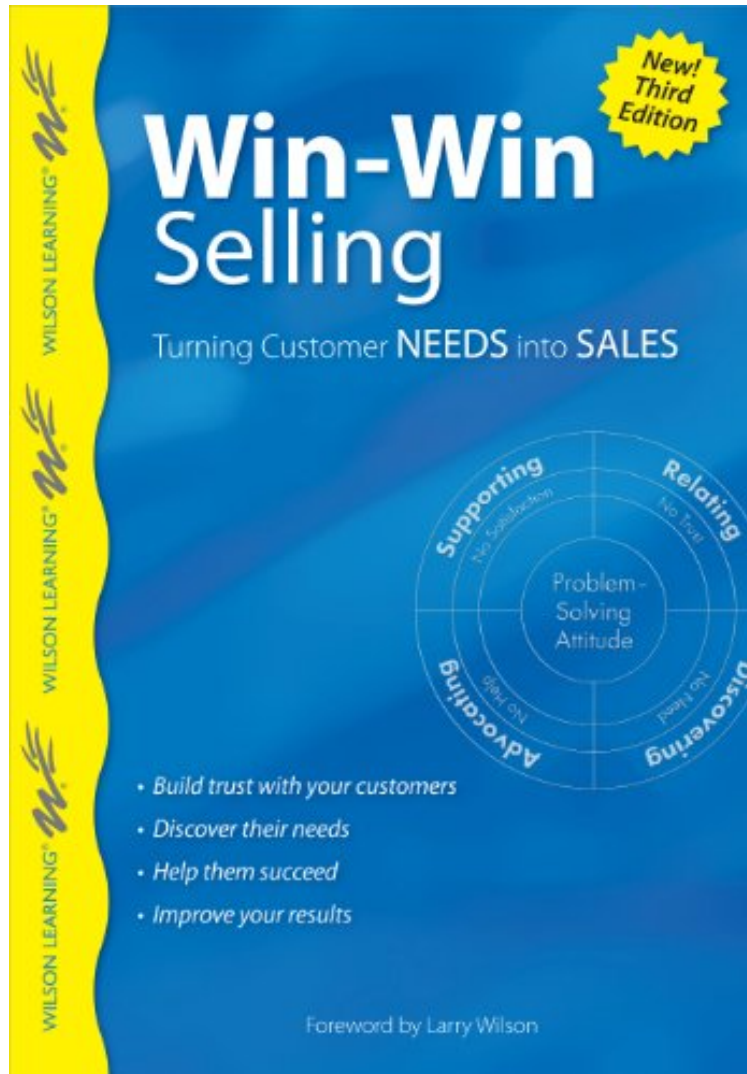


[Download] Win-Win Selling: Turning Customer Needs Into Sales (Wilson Learning Library)

## Win-Win Selling: Turning Customer Needs Into Sales (Wilson Learning Library)

Wilson Learning Library  
ePub | \*DOC | audiobook | ebooks | Download PDF



#366808 in eBooks 2003-02-15 2012-07-09 File Name: B008JEALEO | File size: 58.Mb

**Wilson Learning Library : Win-Win Selling: Turning Customer Needs Into Sales (Wilson Learning Library)**  
before purchasing it in order to gage whether or not it would be worth my time, and all praised Win-Win Selling:  
Turning Customer Needs Into Sales (Wilson Learning Library):

0 of 0 people found the following review helpful. One of the best selling techniques I know. Great read!By Steven MenzelSuch a great read and the best selling techniques out there. This book is well laid out and easy to go through in a day or two.0 of 0 people found the following review helpful. I order this book for a class but if you ...By CustomerI order this book for a class but if you want to learn how to sell this book will really help.0 of 0 people found the

following review helpful. Five StarsBy JDKWonderful transaction and great product.

Customers buy to meet some kind of need. If you can discover those needs, you make buying easy, and both you and the customer feel satisfied. This Counselor sales approach, used by hundreds of thousands of successful salespeople for decades, starts with Relating - building a foundation of trust. Only then can problem-solving Discovery reveal the customer's needs. Advocating closes the sale, with the customer's input and commitment. Support both ensures that critical follow-through is done, and sets the stage for the next sale.

"We've used the Counselor method for more than 20 years and have thousands of graduates of the course. Our mission is To be the best in the eyes of our customers, employees and shareholders, which means Do what is right, Do the best you can, and Help customers, employees and shareholders get what they want. The Counselor method has been and continues to be the CORE of our way of accomplishing our mission." --Ed Gilbertson, Manager, Sales Management Training, Trane, An American Standard Company "I found the Counselor Salesperson's work very suited to our organization as a business to business enterprise because it emphasizes the need to understand the customers' critical success factors, provides a basis for being a credible supplier, and allows for partnership opportunities with our customers." --Peter Nash, National Sales Leader, BHP Steel, Australian Building and Manufacturing MarketsAbout the AuthorLarry Wilson founded Wilson Learning and has remained a noted authority on sales excellence for decades.