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Closing Techniques (That Really Work!)

Stephan Schiffman

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Many salespeople can line up prospects, recite the benefits of their product or service, and stir the interest of their client. But when it comes to actually closing the deal, they fail and the sale falls apart. That's where sales guru Stephan Schiffman comes in—and saves the sale. In this book, Schiffman reveals the pioneering techniques that have helped more than half a million salespeople nail the sales that matter. This book includes chapters on:

- the four words to avoid during meetings
- why salespeople shouldn't mix business with pleasure
- the most important word when closing a sale
- working existing accounts

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