



Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results

Thomas Freese

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"After I sent my team to the Question Based Selling program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim Cusick, vice president of sales, SAP America, Inc.

"Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!"—Alan D. Rohrer, director of sales, Hewlett Packard

For nearly fifteen years, *The Secrets of Question Based Selling* has been helping great salespeople live you deliver *big* results. It's commonsense approach has become a classic, must-have tool that demonstrates how asking the right questions at the right time accurately identifies your customer's needs.

But consumer behavior and sales techniques change as rapidly as technology—and there are countless contradictory sales training programs promising results. Knowing where you should turn to for success can be confusing. Now fully revised and updated, *The Secrets of Question Based Selling* provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies and techniques that will increase your probability of success.

How you sell has become more important than the product. With this hands-on guide, you will learn to:

- Penetrate more accounts
- Overcome customer skepticism
- Establish more credibility sooner
- Generate more return calls
- Motivate different types of buyers
- Develop more internal champions

- Close more sales...faster

- And much, much more

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Frank Hall:

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Jack Baldwin:

The reason? Because this *Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results* is an extraordinary book that the inside of the reserve waiting for you to snap the idea but later it will jolt you with the secret that inside. Reading this book next to it was a fantastic author who wrote the book in such a remarkable way makes the content interior easier to understand, an entertaining method but still conveys the meaning totally. So, it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of rewards than the other book gets such as help improving your skill and your critical thinking means. So, still want to hold up having that book? If I were you I will go to the reserve store hurriedly.

Kevin Serna:

Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results can be one of your beginning books that are good ideas. We recommend that straight away because this publication has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort to set every word into a joy arrangement in writing *Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results* but doesn't forget the main stage, giving the reader the hottest and based confirm resource data that maybe you can be one of it. This great information could draw you into a completely new stage of crucial thinking.

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