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While Gap Selling operates on a relatively simple framework, mastering the strategy isn't easy. Reps need to stay in problem-centric mode during the entire sales process and constantly look for new ways to deliver value to the customer Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. It invites you on a journey to transform the selling Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks Gap Selling: Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections, Closing and Price Book Description read ebook Online PDF EPUB KINDLE, Gap Selling: Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections Gap Selling only consists of three steps: learn your prospects' current state, determine where they want to be, and close the gap. This involves asking questions, listening actively, and demonstrating a thorough understanding of the customer's requirements Keenan says the, · GAP selling (or GAP analysis selling) is a sales methodology that focuses on identifying and addressing the gap between the customer's current situation Gap selling helps reps gather as much information as possible about where the prospect is now, where they want to be, and the reason for the discrepancy between the Gap Selling is not about manufacturing the perfect sales pitch; it's about becoming an ally in your client's quest for a solution. What makes this process unique is that discovery spans the entire sales process. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight a eptively powerful new way to connect with buyers The GAP selling methodology includes four stepsIdentify the customer's needs: The first step in GAP selling is to identify the customer's needs and goals. The step-by-step process outlined below will help you implement the Gap Selling methodology in your organization Gap Selling is a collaborative, empathetic process, which, like Customer-Centric Selling, allows the buyer to take the lead. Unfortunately, implementing this methodology isn't as easy as it sounds. How to put together a winning Gap Selling strategy.

Difficulté Très facile

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