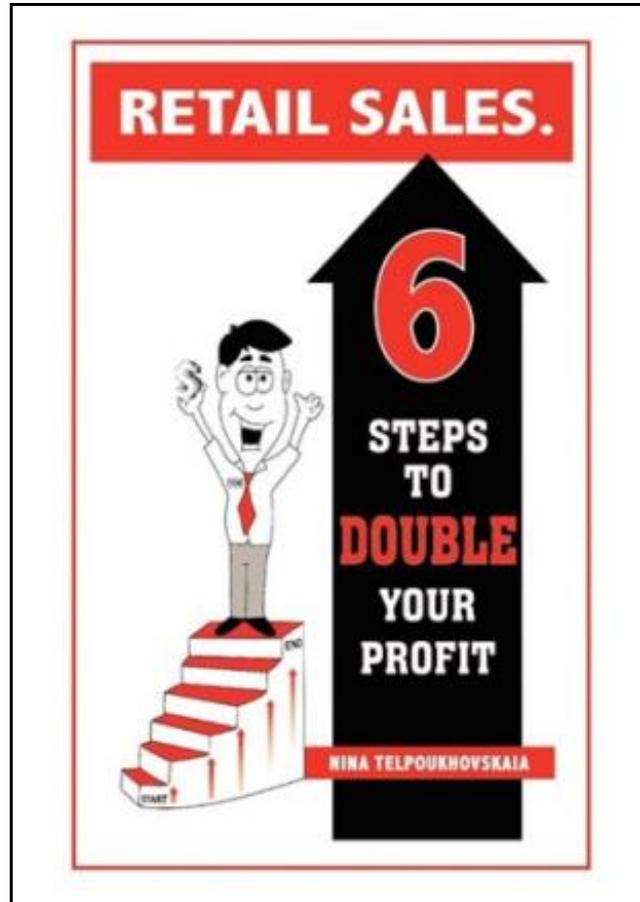


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RETAIL SALES. 6 STEPS TO DOUBLE YOUR PROFIT (PAPERBACK)



Profits Publishing, United States, 2009. Paperback. Book Condition: New. 239 x 173 mm. Language: English . Brand New Book ***** Print on Demand *****.The book Retail Sales. 6 Steps to Double your Profit was translated from Nina Telpoukhovskaia s bestselling book Recipes of Successful Sales which was first published in Russia and then translated and adapted to the North American market. The book was written based on the author s experience delivering extensive sales training and workshops over 10 years for top-ranked companies and major retail chains in Russia, Canada, the United States and the Ukraine. With author s extensive experience training in the science of sales, she has regularly coached companies that have doubled or even tripled their sales! This book is dedicated to analyzing how these successes are created. You will learn how to effectively interact with the customer, how to establish personal contact and successfully ask and answer questions, how to determine the customer s needs, how to present the product effectively, and how to overcome objections while creating and solidifying a relationship. This is a sales system -- a system allows you to monitor your own performance while observing and understanding the behavior of your customer. By putting this system into place in your client interactions you will overcome negative feelings and attitudes and become an educated, confident sales professional. About the author Nina Telpoukhovskaia is the author of 3 bestselling books in Russia. She has also written numerous articles in leading business and professional magazines and newspapers for the retail industry on the subject of sales, leadership and management in Canada and Russia. Nina is the founder and the president of Be Best Business Professional Center the company provides customized training, consulting and coaching services for the retail industry. We are convinced that for successful...



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