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## The Big Book of Sales Games (Paperback)

By Peggy Carlaw, Vasudha Kathleen Deming

McGraw-Hill Education - Europe, United States, 1999. Paperback. Condition: New. Language: English . Brand New Book. Packed with fun, engaging activities, The Big Book of Sales Games gives you simple, fast, and enjoyable ways to train and motivate sales staff - or yourself - for selling success. Learn how to: master up-selling techniques for increased order value; polish communication skills to win sales and customer loyalty; tailor features and benefits to reach difficult buyers; sell more in any situation - on the phone, at the store, or in the field; build team spirit among your sales staff. Ideal for individual development as well as group training, meetings, and presentations, this entertaining and effective book is the right tool for all sales, and sales management jobs! You can play your way to higher sales. You can toy with Success. You can say when you have to say no. It provides the great sales debate. It includes problem-busters. Sing for your supper - I object! - It s not just a fruit. You can have product partners. Would you like fries with your burger? It shows how to: make it personal; mission possible; think on your feet; hidden rapport; amateur architects; and more!.



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