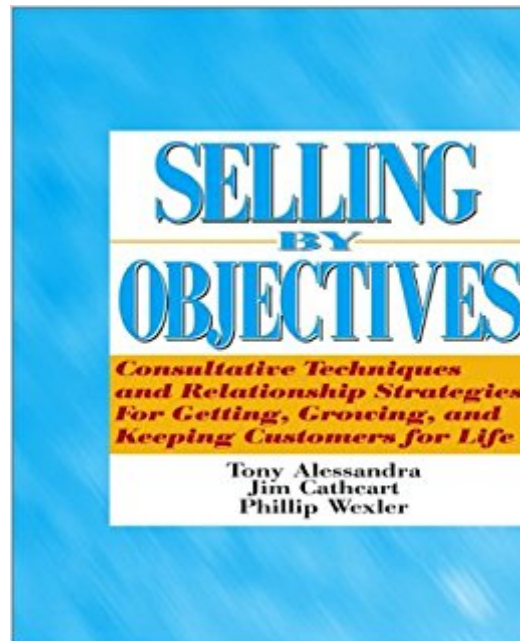




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Selling By Objectives



Synopsis

"Selling by Objectives" demonstrates the advantages of non-manipulative sales techniques that create long-term good will and help to build solid business relationships. Written by three of the nation's leading sales trainers, "Selling by Objectives" outlines the sales philosophies and principles of many Fortune 500 companies, and demonstrates the importance and effectiveness of obtaining the highest levels of professionalism. Featuring up-to-date consultative techniques and relationship-based tactics, "Selling by Objectives" applies verified techniques to selling for success.

--This text refers to an out of print or unavailable edition of this title.

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Dr. Tony Alessandra helps companies build customers, relationships, and the bottom line. Companies learn how to achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition. Dr. Alessandra has a street-wise, college-smart perspective on business, having fought his way out of NYC to eventually realize success as a graduate professor of marketing, entrepreneur, business author, and keynote speaker. He earned his MBA from the University of Connecticut and his PhD in marketing from Georgia State University. Dr. Alessandra is president of Online Assessments, a company that offers online multi-rater assessments and tests; co-founder of MentorU.com, an online e-learning company; and Chairman of the Board of BrainX, a company that offers online digital accelerated-learning programs. Dr. Alessandra is a widely-published author with 14 books translated into 17 foreign languages, including Charisma (Warner Books, 1998); The Platinum Rule (Warner Books, 1996);

Collaborative Selling (John Wiley & Sons, 1993); and Communicating at Work (Fireside/Simon & Schuster, 1993). He is featured in over 50 audio/video programs and films, including Relationship Strategies (American Media); The Dynamics of Effective Listening (Nightingale-Conant); and Non-Manipulative Selling (Walt Disney). Recognized by Meetings & Conventions Magazine as one of America's most electrifying speakers, Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985, and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers. Tony's polished style, powerful message, and proven ability as a consummate business strategist consistently earns rave reviews.

Great book.

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