

# The Socratic Salesman

Socratic SellingThe New Professional SalesmanSocratic SellingA  
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SalesmanshipThe Profession of Salesmanship ; Methods of  
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; Study of the Customer ; Successful Reasoning ; Study of Goods  
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build a relationship with your customers and close the sale  
more surely the socratic approach respects the power of the

customer the customer has the need the power and the decision making authority socratic selling shows you how to access that power to cooperate with it and to make it work for you inside you will discover how to open a sales dialogue dynamically so that you and your customer go right to the heart of the matter guide the dialogue through a discovery of needs and needed decisions negotiate objections and close effectively uncover the motivators that move sales to more predictable closure

ways and means of selling are fast evolving as new paradigms of doing business engender new forms of relationships between sellers and buyers the new breed of professional salespersons must respond to this rapidly shifting environment in the context of globalization technological change and changing concepts of loyalty in the 21st century the new professional salesman meeting challenges in the 21st century written in walter vieira s inimitable style with simplicity humour and clarity will appeal to sales professionals who are not inclined to read heavy tomes on the subject the book meets the need of companies with both large field forces pharmaceutical fmcg consumer durables engineering and a small number of salespersons such companies can now buy a copy for each salesperson and effectively provide a full training program for the cost of a day s travel allowance covering the entire spectrum of the selling process the book features a systematic organisation of material on the theory of selling in the context of 21st century requirements use of case studies to elucidate strategies questions to reflect on and action points at the end of every chapter to stimulate thinking self analysis and self improvement a focus on the use of technology to improve selling effectiveness a simple style of writing to make learning a pleasure this book is a must read for all salespersons and entrepreneurs whether they sell products or services trainers will also find the book immensely helpful in conducting sales training workshops

socratic selling shows salespeople how to build a relationship with the customer close the sale more surely the socratic approach respects the power of the customer the customer has the need the power the decision making authority socratic selling shows the reader how to access that power to cooperate with it to induce it to flow toward the salesperson readers will discover how to open a sales dialogue dynamically so that

the salesperson customer go right to the heart of the matter guide the dialogue through a discovery of needs needed decisions negotiate objections close effectively uncover the motivators that move sales to more predictable closure

introduction sales is first and foremost the art of persuasion a salesperson persuades someone to part with his or her money in exchange for a product or service this is done by convincing the customer that he wants the product or service more than he wants his own money often this is a formidable task because the goods and services offered by professional salespeople usually cost a lot of money the good news for the salesperson is that the approach used can significantly improve the odds of success like any profession a sales job becomes a lot easier once you learn the tricks of your trade i believe that how well a salesperson learns the tricks of the trade can have a big effect on his success income and career the degree of success can also affect the salespersons happiness family life and sense of self worth i am convinced that learning these tricks can be financially rewarding and prudent for any salespersons career perhaps wesley autrey a new york construction worker understood achievement best when he simply said good things happen when you do good this book is designed to help you do a good job at selling people things it describes explains and provides examples of the best tricks of the trade i have used in the real world for over twenty five years in my sales career several but not all tricks of the trade require specific rhetorical techniques in those cases i will explain the recommended rhetorical procedure as well when needed i will explain what questions a salesperson should ask when to ask these questions and why we ask these particular questions i will explain not only the tricks of the trade but i will explain when and why we use specific tricks i will also do my best to explain how and why these tricks actually work all the tricks will work for most products and services sales professional typically are asked to sell they work for inside salespeople as well as outside sales representatives i have years of experience in both types of sales and the tricks in this book are important and valuable regardless of your sales environment my own career attests to how well these tricks of the trade can succeed because i have used them while working for some of the largest corporations in america i have frequently won incentive trips to wonderful resorts in the

united states as well as those in Cancun, the Bahamas and even Europe. My goal in this book is to suggest ways in which salespeople at any stage of their careers can improve their techniques, hone their strategies and ultimately succeed more fully in sales. Vernon Law once warned, "Experience is the worst teacher; it gives the test before presenting the lesson." In this book, I am going to try to change the natural order of things. This book is designed to give you the lessons first, thereby leveling the playing field between rookies and experienced salespeople. The way I am going to do that is by letting out the secrets I have learned in the real world to everybody in this book. Over the course of my career, I have been to several conferences set up to train the beginning salesperson. This book takes what I have learned in those classes to a more advanced level with concrete suggestions based on my years of actual sales experience. As a result, this book is designed to benefit both novice and experienced salespeople. While each chapter focuses on a different fundamental principle of selling, I also give a very practical spin to what else, in addition to fundamentals, salespeople should understand. This book explains not only how to make a great presentation but all the other things you need to know to be an effective salesperson. Let me give you an example of the type of insight you can expect to gain by reading this book. Usually, the first thing a new salesperson receives is training on how to explain what eventually he is supposed to be selling. This includes a detail

I've been intrigued for some time by negotiation, the skill used to influence and change minds. Changing or influencing a mind is about convincing another person to convince someone. One cannot point a gun and demand, "Agree with me," although some apparently do. Aside from this approach being immoral, it won't work because people have the freedom to make decisions for their own interest, and force is not a convincing factor. I don't condone or admire those who are on a mission to change the entirety of others. This is not negotiation. People have particular prejudices and belief systems which must be addressed and worked around, you and I as well.

Insight is the superpower that drives innovation and enables us to understand the world from other people's points of view, be they customers or colleagues, advocates or competitors. This new book from data storyteller Sam Knowles explains how to ask

smarter questions questions that by design stimulate more useful answers this is the shortcut to better productivity fast tracked innovation and organisational success for businesses universities charities and governments for too long the simple act of asking questions has been overlooked as almost too trivial to contemplate asking smarter questions seeks to champion the art of curiosity by setting out a framework to make every question count the fundamental building blocks of insight are data and information joined together in new and often unpredictable ways the way we surface new data and information and make meaningful connections between data points is by asking smarter questions by taking this approach you can make your organisation a less confrontational more collaborative and more productive environment in which to work particularly in the more distributed and remote settings that will characterise the 2020s managers directors and leaders will find the universal principles expert interviews and data driven recommendations a source of inspiration to share with their teams asking smarter questions is aimed at professionals in businesses and organisations across all sectors and will help those working in many functions including market research intelligence insight analytics strategy marketing communications planning product development and innovation

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