

Principled Selling How To Win More Business Without Selling Your Soul

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Principled Selling How To Win

Principled Selling discusses the new skills and behaviors needed to win customers, build relationships and retain existing ones. This highly effective approach to business development helps align sales techniques with the new expectations of customers and clients by emphasizing content marketing and motivating customers, rather than coercing them.

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Principled Selling discusses the skills and behaviours needed to win customers, build relationships and retain existing ones. It offers a different, more effective approach based on the premise that if you want more sales, stop 'selling' and focus on building long-term, profitable relationships.

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Principled Selling: How to Win More Business Without ...

David Tovey is a director of the Principled Group and author of the recently published Principled Selling: How to Win More Business Without Selling Your Soul. For most of us consultants, coaches, lawyers, engineers, accountants; sales is not something we enjoy.

Principled Selling: Winning Clients Without Selling Your Soul

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Principled Selling - Kogan Page

Principled Selling: How to Win More Business Without Selling Your Soul by David Tovey (Paperback, 2012)

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Books by David Tovey (Author of Principled Selling)

It is as if the parties are sitting on opposite sides of the table, conducting a tug-of-war to achieve a "win for our side." With a principled negotiation approach, on the other hand, the...

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... state your desire to achieve mutual benefit.... state your desire for a long-term relationship.... insert the phrase win-win into your vocabulary.... show proof of your honesty and willingness...

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Principled selling : how to win more business without selling your soul. [David Tovey] -- Whether you sell full time or need to win business as part of your role, Tovey shows you how to build trusted relationships with customers and clients.

Principled selling : how to win more business without ...

David Tovey is an inspirational speaker, coach, consultant and author of Principled Selling: How to Win More Business Without Selling Your Soul,

published by Kogan Page.

David Tovey - Brand Quarterly

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