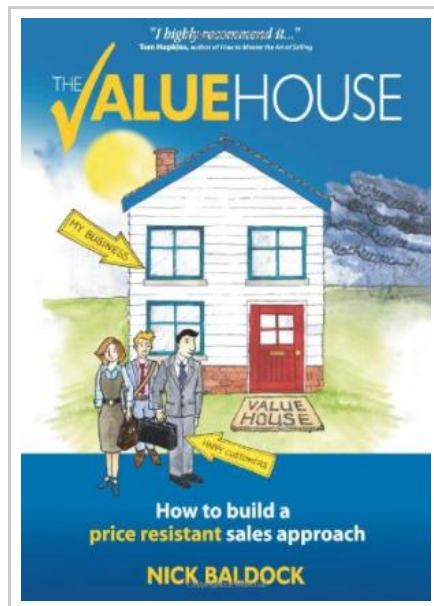




The Value House

By Nick Baldock

Ecademy Press Limited. Hardcover. Book Condition: New. Hardcover. 206 pages. Dimensions: 9.3in. x 6.5in. x 0.9in. The Value House - how to build a price resistant sales approach. How much more successful in Selling could you be with less price resistance from customers This book will show you how. Whether you are completely new to sales or have many years experience, the Value House offers a fresh perspective on an old challenge, the price objection which has almost become the salesperson nemesis. This book has a wealth of ideas, tips and strategies to help you to challenge some conventional thinking and to reshape and refocus your ideas. The Value House book is about avoiding price pressure from customers, by following the analogy of building a house. But are salespeople actually to blame The Value House sets out to understand why sales people get and fear price pressure and how best they can respond to it in a difficult economic climate. This book gives you the opportunity to build your own Value House offering many different activities you can apply to your own business. These activities will help you manage price resistance more proactively and more effectively. Buying this book will help...



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