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Pascal Py

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Methodes Et Astuces Pour Faire Signer Ses Clients Le Closing

Pascal Py



Methodes Et Astuces Pour Faire Signer Ses Clients Le Closing:

Faire signer ses clients Pascal Py, 2018-02-08 Obtenir l'accord de son client c'est le plus grand problème résolu par ce livre tiré à 45 000 exemplaires Ce livre conforme au référentiel de la certification AFNOR de l'Excellence Commerciale développe l'art du closing qui opère tout moment de l'entretien pour engager votre client Au début pour l'aider identifier son besoin et admettre l'existence de le satisfaire Ensuite pour lui proposer les bénéfices de la solution proposée la fin pour obtenir aisément la commande Cette 7e édition vous remet les clefs techniques méthodologiques et psychologiques des grands vendeurs De nouveaux aspects du métier sont abordés dans cette nouvelle édition très enrichie comme la valorisation de son entreprise pour vendre plus et mieux ou encore comment gagner l'indispensable confiance de son interlocuteur **Faire accepter son prix à ses clients** Pascal Py, 2012-06-28 Vendre en tant plus cher que vos concurrents Apprenez à négocier et développer votre Pricing Power Le Pricing Power est la capacité faire admettre ses clients le prix fixé Ce pouvoir diffère aussi bien chez les vendeurs que d'une entreprise à l'autre Si l'on en juge par les tarifs affichés par divers constructeurs automobiles le Pricing Power de Ferrari est significativement supérieur celui de Peugeot Il en va de même au sein d'une équipe de vente Certains savent défendre les prix alors que d'autres y parviennent difficilement L'auteur dans cette nouvelle édition amplement enrichie livre de nombreuses techniques et astuces qu'il enseigne au cours de ses formations Il invite le lecteur à développer son Pricing Power et ses aptitudes la négociation en apprenant à défendre et argumenter son prix dans la vente à légitimer les cartes de prix face la concurrence savoir quand comment quel prix annoncer pour passer surmonter l'objection c'est trop cher résister la pression du client qui sollicite une remise faire accepter son prix au plus rémunérateur négocier et sortir gagnant réussir sa vente face un concurrent moins cher **Livres hebdo**, 2009 **LIVRES DU MOIS JUILLET-AOÛT 2001**, 2001 [Livres de France](#), 2009-05 **Faire signer ses clients** Pascal Py, 2007 Vendre plus et mieux grâce au Closing L'art du Closing permet de structurer parfaitement les entretiens de vente Cet art que l'auteur enseigne dans ses stages de perfectionnement commercial opère tout moment de l'entretien pour engager un client au début pour lui faire reconnaître son besoin et consentir l'existence de le satisfaire ensuite pour lui faire admettre les bénéfices de la solution proposée la fin pour obtenir aisément la commande Au cours des éditions successives ce livre n'a cessé de s'enrichir d'abord par de nouvelles formules encore plus percutantes puis en montrant comment surmonter efficacement les objections ensuite en améliorant les relations interpersonnelles entre le vendeur et le client enfin en enseignant comment radier le doute chez un client hésitant et le susciter chez celui trop sûr de lui Cette quatrième édition complètement mise à jour est dotée d'une toute nouvelle et très efficace technique pour créer et stimuler les besoins chez les clients

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