

COMMERCIAL / RELATION CLIENT

Marc CORCOS
Stéphane MERCIER

LES TECHNIQUES DE VENTE... QUI FONT VENDRE

6^e édition

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Les Techniques De Vente Qui Font Vendre Egraveme Eacutedition Commercialvente

Ying Liu



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Les techniques de vente... qui font vendre - 6e éd. Marc Corcos, Stéphane Mercier, 2016-10-12 Ce best seller de la vente recense les techniques efficaces et gagnantes pour faire face tous les clients particuliers et professionnels Synthétique et pédagogique ce livre est la référence incontestée dans le domaine de la vente efficace Cette 6e édition entièrement revue et allégée pour être encore plus opérationnelle met l'accent sur les comportements du vendeur qui lui permettront de faire la différence

Les techniques de vente... qui font vendre Marc Corcos, 2003 Les Techniques de vente qui font vendre recensent parmi toutes les règles appliquées la vente les 4 principes fondamentaux et les 8 conditions essentielles qui permettent tout vendeur d'améliorer ses contacts et de mieux réussir ses ventes. Parce qu'il met en scène des situations quotidiennes cet ouvrage s'adresse tous les vendeurs de l'ingénieur d'affaires au vendeur démarcheur du technico commercial au négociateur Synthétique et pédagogique ce livre est un véritable manuel du vendeur maille d'exemples de conseils pratiques et d'illustrations qui tout en amusant le lecteur lui permettent de mémoriser les techniques mettre en œuvre et les erreurs éviter Cette nouvelle édition s'enrichit de deux nouveaux chapitres présentant deux types de plan de vente l'un ajusté la demande du client l'autre persuasif au cas où le client n'exprime pas de demande précise L'auteur propose en outre en fin de chaque chapitre une synthèse des bonnes questions se poser et des points clés respecter Traduit dans plusieurs langues et regroupement r dit ce livre constitue la référence incontestée dans le domaine de la vente efficace

Vendeur d'élite Michaël Aguilar, 1995 Comment font les meilleurs vendeurs pour vendre plus que les autres Qui sont ils Quelles techniques appliquent ils vraiment en situation de vente Comment s'inspirer de leur exemple pour devenir votre tour le meilleur vendeur de votre entreprise Michaël Aguilar s'appuie

dans ce livre sur l'expérience et la pratique mises en œuvre par des vendeurs confirmés et reconnus pour être les meilleurs de France dans leur secteur. Il vous livre une démarche simple et efficace illustrée d'exemples concrets de conseils pratiques de ficelles inédites et directement applicables qui seront pour vous autant d'armes redoutables au service du développement de votre chiffre d'affaires. Toutes les étapes de l'acte de vente vous sont ainsi présentées : décrocher un rendez-vous, construire un argumentaire, couvrir les besoins du prospect, présenter son produit ou service, réfuter les objections, contrecarrer les techniques d'achat, défendre ses prix, faire des concessions et lesquelles, et enfin conclure. Ce n'est pas tout, pour être un outil de travail, ce livre est destiné à tous les vendeurs : débutants ou expérimentés, aux négociateurs, aux étudiants des écoles de commerce et d'université, ainsi qu'à ceux qui désirent développer leurs ventes et devenir vendeur d'élite.

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