



THE
PATTERSON
PRINCIPLES
OF **SELLING**

32,5 PRINSIP PENJUALAN DAHSYAT
ALA BAPAK KEWIRANIAGAAN AMERIKA

JEFFREY GITOMER

The Patterson Principles Of Selling

Brad Cooper



The Patterson Principles Of Selling:

The Patterson Principles of Selling Jeffrey Gitomer, 2004-04-16 More than thirty proven sales strategies from John Patterson the father of American salesmanship People don't like to be sold but they love to buy Jeffrey Gitomer likes to say And he's been saying it for years When Gitomer began his research for this book he discovered a quote by John Patterson founder of National Cash Register that was amazingly similar If the prospect understood the proposition he would not have to be sold he would come to buy After discovering the similarities in their philosophies Gitomer developed 32 5 principles of selling based on Patterson's ideas These principles capture the essence of what Patterson preached 100 years ago with twenty first century adaptations and concepts for implementing his sales strategies Patterson was the first to write a sales book on dealing with objections the first to create and use a sales training tool and the first to refer to prospects as probable purchasers And it was Patterson who created the demand for a receipt now one of the most powerful pieces of paper in the world Each principle includes a quote from Patterson one quote from Gitomer and an occasional quote from another relevant person Icons after each principle help readers understand how to think about the concept and adapt it to their needs and how to turn that concept into action The Patterson Principles of Selling are easily understood and just as applicable today as they were when Patterson developed them to sell cash registers They offer a proven commonsense approach to the sales process that will give salespeople the key to success today tomorrow and forever Jeffrey Gitomer Charlotte NC is a leading authority on sales and customer service whose clients include BMW Caterpillar Coca Cola and Hilton Hotels among others He is also the author of the popular syndicated weekly column Sales Moves read by more than 3 5 million people across the United States and Europe

The Patterson Principles of Selling Training Course, Two Day Workbook Jeffrey Gitomer, Peter Psychogios, 2004-01-01 The Patterson Principles of Selling Training Program has both a one and two day training design which leverages principles of selling that are more than 100 years old They have a history of success are easily understood by both tenured sales professionals and the newly minted sales rookie These can be mastered with some hard work and more importantly reinforcement from your company's leadership will lead your company and its sales representatives to success The training design itself is extremely engaging and highly efficacious The Patterson Principles training uses short video clips to set up the learning and the principle The trainer facilitator will deliver the learning point and execute an activity or exercise to drive the learning home and most importantly debrief the principle so as to contextualize and personalize for the individual sales rep and for your company's unique selling context The training also incorporates self assessments goal setting action planning and insight that will lead to both personal and organizational change The objectives of this course are Understanding John Patterson's sales philosophy Understanding Jeffrey Gitomer's sales philosophy Understanding the 32 5 Patterson Principles Transfer the 32 5 Patterson Principles into real world actions The course is based on the contents of Jeffrey Gitomer's best selling book *The Patterson Principles of Selling* **The**

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