



Top Emotional Selling: Die 7 Geheimnisse der Spitzenverkäufer (Dein Business) (German Edition)

Ingo Vogel

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Wohin geht es mit dem Verkäufer?

Welche Philosophie verspricht auf Dauer Erfolg?

Ingo Vogel gibt eine überzeugende Antwort: Sein Konzept Top Emotional Selling hat ganz klar das Zeug dazu! Begründet auf Erkenntnissen aus Neuromarketing und Neuolinguistischem Programmieren (NLP), hat es sich in vielen Jahren Verkaufspraxis bewährt.

Menschen kaufen Emotionen, keine Produkte!

Das Buch erläutert die Big Points des emotionalen Verkaufens. Sieben faszinierende Verkaufsgeschichten aus der Praxis nehmen Sie mit in lebendig geschilderte Situationen des Verkäuferalltags. Im zweiten Teil des Buches finden Sie einen Überblick über das System "Top Emotional Selling" - glasklar strukturiert, sofort umsetzbar und einfach anwendbar. Entscheiden Sie selbst, mit welchem Teil Sie einsteigen möchten. Nutzen Sie jedoch auf jeden Fall diese Erfolgsimpulse und entwickeln Sie emotionale Verkaufskompetenz, die auf Authentizität, echter Leidenschaft und Begeisterung basieren.

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