



How to Sell at Margins Higher Than Your Competitors: Winning Every Sale at Full Price, Rate, or Fee

By William T. Brooks, L.L. Steinmetz

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, How to Sell at Margins Higher Than Your Competitors: Winning Every Sale at Full Price, Rate, or Fee, William T. Brooks, L.L. Steinmetz, Praise for How to Sell at Margins Higher Than Your Competitor "This is the complete book for both new and experienced salespeople and business owners to learn and re-learn the essentials for success. How to Sell at Margins Higher Than Your Competitors emphasizes the pricing strategies and tactics to increase the market share and profits of any organization. This is a book that is as important to presidents as it is to salespeople." ----Bill Scales, CEO, Scales Industrial Technologies, Inc. "As the largest service provider in our industry, we have a significant market advantage. However, we constantly walk the pricing tightrope because, as this book so clearly states, a business is a game of margins .not a game of volume!a " ----John K. Harris, CEO, JK Harris & Company, LLC "If you live and die on price, this book could be your only lifeline." -- --Tom Reilly, CSP, author of Value--Added Selling and Crush Price Objections "How to Sell at Margins Higher Than Your Competitors successfully illustrates...



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