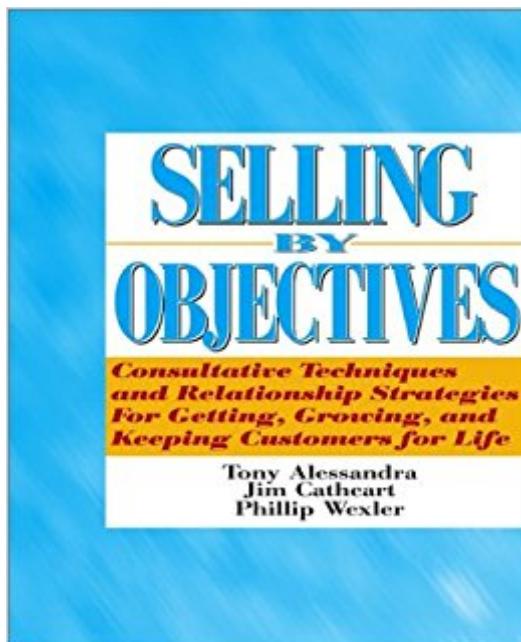


The book was found

Selling By Objectives



Synopsis

"Selling by Objectives" demonstrates the advantages of non-manipulative sales techniques that create long-term good will and help to build solid business relationships. Written by three of the nation's leading sales trainers, "Selling by Objectives" outlines the sales philosophies and principles of many Fortune 500 companies, and demonstrates the importance and effectiveness of obtaining the highest levels of professionalism. Featuring up-to-date consultative techniques and relationship-based tactics, "Selling by Objectives" applies verified techniques to selling for success.

--This text refers to an out of print or unavailable edition of this title.

Book Information

Paperback: 368 pages

Publisher: IndyPublish.com (December 1, 1998)

Language: English

ISBN-10: 0962516120

ISBN-13: 978-0962516122

Product Dimensions: 7.5 x 0.8 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #554,942 in Books (See Top 100 in Books) #117 in Books > Textbooks > Business & Finance > Sales #1479 in Books > Business & Money > Marketing & Sales > Sales & Selling #11116 in Books > Business & Money > Economics

Customer Reviews

Dr. Tony Alessandra helps companies build customers, relationships, and the bottom line. Companies learn how to achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition. Dr. Alessandra has a street-wise, college-smart perspective on business, having fought his way out of NYC to eventually realize success as a graduate professor of marketing, entrepreneur, business author, and keynote speaker. He earned his MBA from the University of Connecticut and his PhD in marketing from Georgia State University. Dr. Alessandra is president of Online Assessments, a company that offers online multi-rater assessments and tests; co-founder of MentorU.com, an online e-learning company; and Chairman of the Board of BrainX, a company that offers online digital accelerated-learning programs. Dr. Alessandra is a widely-published author with 14 books translated into 17 foreign languages, including Charisma (Warner Books, 1998); The Platinum Rule (Warner Books, 1996);

Collaborative Selling (John Wiley & Sons, 1993); and Communicating at Work (Fireside/Simon & Schuster, 1993). He is featured in over 50 audio/video programs and films, including Relationship Strategies (American Media); The Dynamics of Effective Listening (Nightingale-Conant); and Non-Manipulative Selling (Walt Disney). Recognized by Meetings & Conventions Magazine as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985, and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers. Tony's polished style, powerful message, and proven ability as a consummate business strategist consistently earns rave reviews.

Great book.

[Download to continue reading...](#)

Selling by Objectives Asset-Liability Management for Financial Institutions: Balancing Financial Stability with Strategic Objectives (Key Concepts) Accounting Instruction Reference #100: Learn Accounting Objectives, the Double Entry Accounting System, & the Accounting Equation The Korean War: How We Met the Challenge: How All-Out Asian War Was Averted: Why MacArthur Was Dismissed: Why Today's War Objectives Must Be limit Mastering Project Portfolio Management: A Systems Approach to Achieving Strategic Objectives Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible: Best Selling Secrets Revealed: The FBA Selling Guide The Complete Guide to Option Selling: How Selling Options Can Lead to Stellar Returns in Bull and Bear Markets, 3rd Edition (Professional Finance & Investment) FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible - Best Selling Secrets Revealed: The FBA Selling ... , fulfillment by , fba Book 1) Unlabel: Selling You Without Selling Out Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top (Business Books) Ecommerce: FBA - Step by Step Guide on How to Make Money Selling on | Shopify: Step by Step Guide on How to Make Money Selling on Shopify Selling Secrets: How to Make an Extra \$1K - \$10K a Month Selling Your Own Products on Buying & Selling Antiques and Collectibles on eBay (Buying & Selling on Ebay) Etsy: Ultimate Etsy Strategies For Selling Crafts Online (Etsy, Etsy SEO, Etsy business for beginners, Etsy selling Book 1) How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul Selling Without Selling Out: Dialogues About the Human Condition Selling Art Online: The Creative Guide to Turning Your Artistic Work into Cash - Second Edition Selling Fine Art Photography: How To Market Your Fine Art Photography Online To Create

A Consistent Flow Of Excited Art Buyers Who Love What You Do Selling Women's History:
Packaging Feminism in Twentieth-Century American Popular Culture

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)