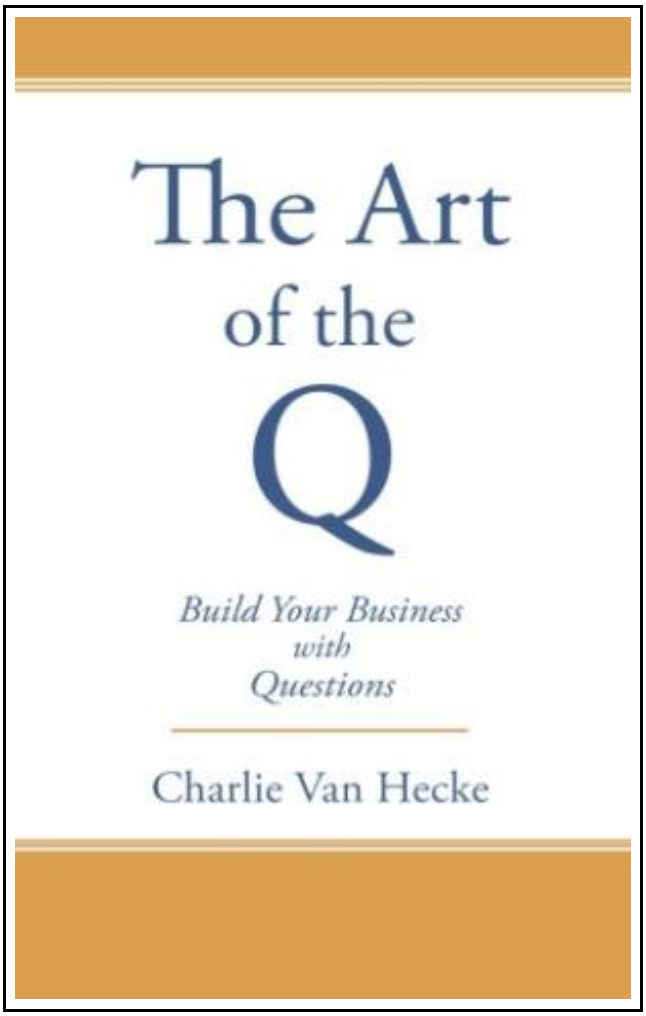
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Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The Art of the Q Build Your Business with Questions by Charlie Van Hecke Charlie Van Hecke s new book, The Art of the Q, makes the case that we are all in sales! From beginning to end, The Art of the Q provides real-life examples and case studies. Charlie Van Hecke persuasively shows the reader how to make specific changes that lead to success, through relationships built on trust. This fast-paced business book begins with basic questioning skills to help readers connect, engage, and understand their customers. The author provides case studies from 17 different industries, with examples, samples, and actual interactive scripts to improve business relationships. Transitioning quickly to more assertive intermediate skill sets, Charlie shows how to qualify customers by asking planned-out question sequences. This saves time and helps business owners, sales people, and other business professionals to focus on their customers. Highlighting the value of internal qualities like empathy and persistence, Charlie advises business people how to grow from the inside out. Charlie Van Hecke s advanced SCAN Method then encourages the reader to observe and formulate probing questions to uncover customers real needs and wants. The Art of the Q concludes with approaches for addressing buyers doubts, cementing productive relationships, and following through to close the sale. * Questions help you differentiate your products and get a higher price by guiding buyers to become aware of their needs and wants. * Qualification helps save you time by recognizing the buyers who will say yes to you. * Questions help you identify and remove obstacles. * Qualification helps you prioritize real buyers who can afford your solutions. The abilities to ask questions and to...

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