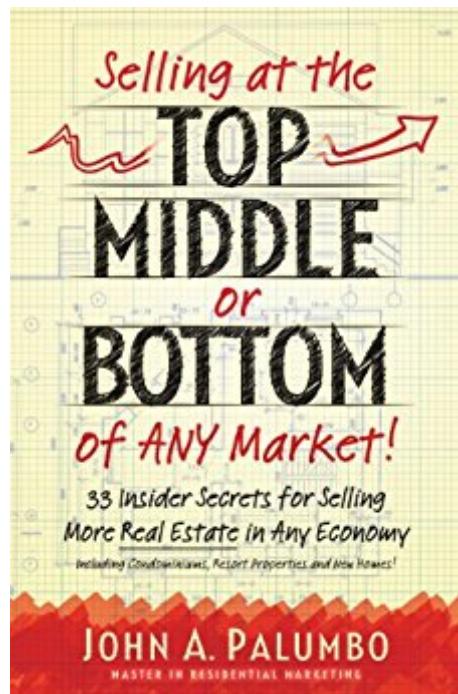


The book was found

Selling At The Top, Middle, Or Bottom Of Any Market



Synopsis

In just one decade, salespeople went from selling real estate at record-high prices to rock-bottom lows. The fact is that the strategies used at the top simply will not work at the bottom. In an ever-changing marketplace, sales professionals are in danger of losing sales and alienating potential buyers with untimely terminology and inapt information. This book will show you how to survive and thrive among the tremendous change affecting sales professionals. Understand how changes in the economy affect consumers mindsets and buying behavior, and how you can adapt to those changes in order to maximize your profits, even at the market's lowest point. Broken into three sections, the top, middle, and bottom, this book will take you on a journey to closing more sales and earning more money. Gain fool-proof strategies for identifying where the market is, addressing customers' desires and concerns, and closing more sales at any stage of the market.

Book Information

File Size: 7170 KB

Print Length: 192 pages

Publisher: Sterling Learning Group; 1 edition (January 1, 2013)

Publication Date: January 1, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00BY9TYX0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #1,017,819 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #76 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling > Real Estate #114 in Kindle Store > Kindle eBooks > Business & Money > Real Estate > Sales #371 in Books > Business & Money > Real Estate > Sales

Customer Reviews

John Palumbo is the Napoleon Hill of New Home Sales. His books are packed with informational breakthroughs that far surpass others in sheer value and undeniable, applicable truth. This book is a strong addition to Palumbo's life-changing set of teaching principles that will change your sales

career and income. His invaluable training has helped me transition from a local builderâ™s top New Home Sales Professional to the top New Home Sales Professional by Volume in my area without even working for a builder! With his training, my income continues to double every two years. - Matt Curtis of Matt Curtis Real Estate

This book will have you thinking outside of the box to capture more sales in any market. Itâ™s full of practical advice that works and ideas that are fresh, innovative, and most of all, NOT sales-y!

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