



Secrets of Question Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results

Thomas Freese

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Question Based Selling (QBS®) is a commonsense approach to sales, based on the theory that "what" salespeople ask-and "how" they ask-is more important than anything they will ever say. This technique makes sense because in order to present solutions, you first must learn your customer's needs.

How do you uncover a prospect's needs? By asking questions. But not just any questions. You must ask the right questions at the right time. And this book provides a step-by-step, easy-to-follow program that does just that.

With this proven, hands-on guide, you will learn to:

- Penetrate more accounts
- Establish greater credibility
- Generate more return calls
- Prevent and handle objections
- Motivate different types of buyers
- Develop more internal champions
- Close more sales...faster
- And much, much more

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