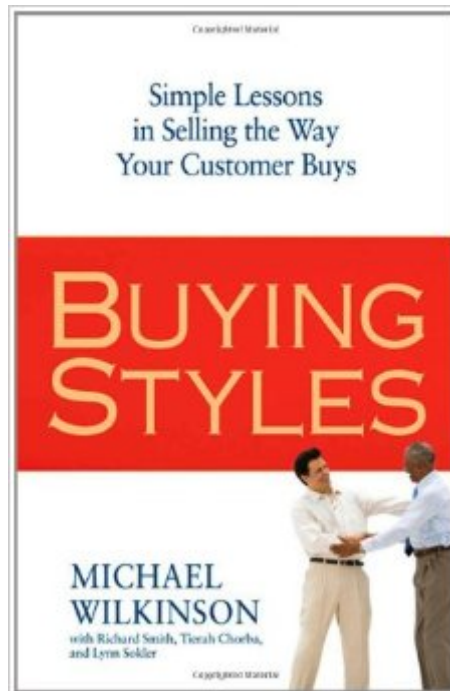


The book was found

Buying Styles: Simple Lessons In Selling The Way Your Customers Buys



Synopsis

Most sales professionals spend all their time and energy trying to perfect their own style of selling. Yet they fail to recognize that buyers all have their own individual 'buying styles'...and when sellers learn how to adapt their own methods to best suit each buying style, they can dramatically increase their success rate. Presented as a 'learning adventure', "Buying Styles" begins with a fictional situation in which a salesperson has just lost a major sale...and decides to find out why. This quick and easy read, packed with tips, checklists, and on-the-go references, unveils powerful new insights for successfully selling to anyone.

Book Information

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Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #1,127,427 in Books (See Top 100 in Books) #325 in [Books > Business & Money > Processes & Infrastructure > Purchasing & Buying](#) #1045 in [Books > Business & Money > Marketing & Sales > Consumer Behavior](#) #2908 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

In the economic times we all find ourselves in, those of us with products and services have to find the best way to make ourselves stand out. With BUYING STYLES by author Michael Wilkinson and others we discover ways to make that possible. With a story that is easily relatable and can be adaptable to whatever our fields, the book allows us to see that there are ways to make a difference in our presentation and close the deal in a way that will have lasting effects.

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