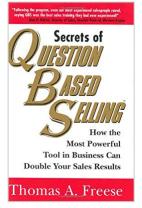
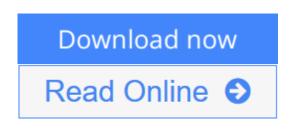
Secrets of Question-Based Selling



By Freese



Secrets of Question-Based Selling By Freese

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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Secrets of Question-Based Selling By Freese Bibliography

- Sales Rank: #773475 in Books
- Brand: Brand: Sourcebooks, Inc.
- Published on: 2000-11-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .90" w x 6.00" l, 1.40 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

From **Booklist**

Freese has uncovered a new twist on an old adage. If you walk in your customer's shoes, you'll be better able to sell to him or her. Using that philosophy, he wields the power of questions, from introductory telephone gambits to the final presentation, inserting a query into virtually every contact with the prospect. Instead of the same old blah, blah, blah at the beginning of a conversation, he recommends a simple "credentialing"--- name, company, product, service--that ends with "Did I catch you at a bad time?" The process gets better. There's a detailed description of every stage--curiosity, credibility, needs development, present solutions, and commitment. There are sample dialogues, what-ifs, and rules to remember. Most of all, his "revolutionary" approach is, as he himself will admit, based on great common sense; why not engage prospects by asking them about themselves first? *Barbara Jacobs*

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Review

"After we implemented Question Based Selling at GE Capital, we literally doubled our sales figures in six months." -- *Jim Elliott, President, GE Capital, IT Solutions*

"Question Based Selling is a proven sales methodology and Tom Freese is a sales phenomenon. He will show you how to differentiate yourself and your product, and he will increase your sales results." -- *Steve Huey, Vice President, Compaq Computer Corporation*

About the Author

Thomas A. Freese, based in Atlanta, is the founder and president of QBS Research, Inc., which teaches Question Based Selling to salespeople around the country. The list of the author's clients includes IBM, Merrill Lynch, Compaq Computer Corporation, Northwestern Mutual Life, Sun Microsystems, Lucent Technologies, Cisco, GE Capital and MCI. Freese speaks to dozens of major corporations annually.

Users Review

From reader reviews:

Angela Harris:

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Marc Dean:

Reading can called thoughts hangout, why? Because while you are reading a book mainly book entitled

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Shelly Sampson:

In this era which is the greater man or who has ability to do something more are more precious than other. Do you want to become one among it? It is just simple strategy to have that. What you are related is just spending your time little but quite enough to get a look at some books. Among the books in the top listing in your reading list is actually Secrets of Question-Based Selling. This book which is qualified as The Hungry Slopes can get you closer in getting precious person. By looking upwards and review this publication you can get many advantages.

Peter Lombard:

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