



Secrets of Question-Based Selling

By Freese

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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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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:

Reading a e-book can be one of a lot of task that everyone in the world enjoys. Do you like reading book thus. There are a lot of reasons why people love it. First reading a guide will give you a lot of new data. When you read a reserve you will get new information mainly because book is one of several ways to share the information or maybe their idea. Second, examining a book will make you more imaginative. When you studying a book especially fictional works book the author will bring that you imagine the story how the people do it anything. Third, you could share your knowledge to other individuals. When you read this Secrets of Question-Based Selling, you could tells your family, friends as well as soon about yours reserve. Your knowledge can inspire others, make them reading a book.

Marc Dean:

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

Secrets of Question-Based Selling your head will drift away through every dimension, wandering in every single aspect that maybe unfamiliar for but surely can be your mind friends. Imaging every word written in a book then become one web form conclusion and explanation in which maybe you never get just before. The Secrets of Question-Based Selling giving you one more experience more than blown away your mind but also giving you useful info for your better life with this era. So now let us explain to you the relaxing pattern at this point is your body and mind will probably be pleased when you are finished looking at it, like winning a casino game. Do you want to try this extraordinary shelling out spare time activity?

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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