



Secrets of Selling Services: Everything You Need to Sell What Your Customer Can't See_from Pitch to Close

Stephan Schiffman

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From America's #1 sales trainer--the ultimate closer's guide for selling services

Stephan Schiffman--the acclaimed author of *The 25 Habits of Highly Successful Salespeople* and other top-selling sales books--applies his proven strategies to help you get the edge in one of the most challenging but potentially rewarding categories in the sales game. In *Secrets of Selling Services*, Schiffman teaches you how to:

- Build your communication skills
- Listen to your clients
- Sell a personal relationship
- Boost your confidence
- Create client confidence
- Deliver quality customer service

Schiffman arms you with winning ways to price, position, and present business services as products that solve problems--thereby overcoming buyer resistance to committing to products that they cannot see or touch.

Whether the product is accounting, legal advice, IT services, sales training, or any other service, you'll learn how to sell more of it in the *Secrets of Selling Services*.

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