



## The Art of Influencing and Selling (Guru in a Bottle)

By Ardi Kolah

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Whether you're new to sales or have at least one year's experience in selling, this book will leapfrog your selling skills and understanding of sales techniques to a more sophisticated, satisfying and more genuinely customer and client-oriented level. If you're more experienced, then this book provides a comprehensive refresher which uses fresh insights, the latest ideas and practical useable tools like checklists to help you sell more and sell better.

Fully reference and researched, The Art of Influencing and Selling covers:

The psychology of selling a product or service; the sales pipeline and how to ensure it's realistic; making an effective sales presentation; up-selling, cross-selling, cold-calling and warm calling; effective approaches to prospective customers and clients; how to interrogate a database of contacts to get more sales; how to write effective sales materials; the power of business networking; how to get senior level appointments in your diary and closing a sale and follow up.

If you want to improve your sales performance by learning how to listen to your customer and client and collaborate with them profitably, The Art of Influencing and Selling is the book for you.

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## **The Art of Influencing and Selling (Guru in a Bottle) By Ardi Kolah Bibliography**

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## **Editorial Review**

### Review

"The sheer amount of practical advice on influencing and selling packed into this 'Guru in a Bottle' book must make it a magnum at the very latest. Ardi Kolah nails some of the central issues for all sales and marketing people: the power and central role of emotion in buying decisions, the importance of listening and the need to focus, relentlessly, on your customer. It's a relief to read that I've been doing a few things properly over the years -- I still wish I'd had this book from the beginning." --**Andy Maslen**, author of *Write to Sell*

"The Guru range of books is all about going back to basics and perfecting the important basic skills as well as refining tried and tested techniques so that you can stay one step ahead of the crowd. There are lots of fresh insights and practical, usable tools which will help you to sell more and better. Some very useful advice here." --**Rebecca Harding**, *The Sun*

Sales professionals and students in marketing courses learning about sales and communication.

### About the Author

**Ardi Kolah** is an accomplished author and speaker on sales & marketing and is ranked as one of the top 50 marketing gurus in the world by the Chartered Institute of Marketing alongside Philip Kotler, Seth Godin, Malcolm Gladwell, and Martin Lindstrom. Throughout his career, he has worked extensively with small and medium sized businesses to enhance results from their sales and marketing activities. He is an Advisor to the UK Government's Business Secretary of State and has also worked with the BBC as a producer/reporter on news and current events.

## **Users Review**

### **From reader reviews:**

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The e-book untitled The Art of Influencing and Selling (Guru in a Bottle) is the book that recommended to you to learn. You can see the quality of the publication content that will be shown to anyone. The language that creator use to explained their ideas are easily to understand. The article author was did a lot of research when write the book, therefore the information that they share to your account is absolutely accurate. You also can get the e-book of The Art of Influencing and Selling (Guru in a Bottle) from the publisher to make you a lot more enjoy free time.

#### **Kathryn Kern:**

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their down time with their family, or all their friends. Usually they undertaking activity like watching television, gonna beach, or picnic

from the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Can be reading a book might be option to fill your free time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the reserve untitled The Art of Influencing and Selling (Guru in a Bottle) can be good book to read. May be it could be best activity to you.

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