

The accidental salesperson: how to take control of your sales career and earn the respect and income you deserve

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Abstrak

"Author Chris Lytle had modest career aspirations. He merely wanted to be the next Walter Cronkite. But instead of being offered a job in the newsroom, he was offered a job in the sales department. He took the sales job and became an "accidental salesperson." Most people don't choose sales as a career. Sales chooses them--and they end up wondering how to make the most of a profession they were never prepared for. They don't have to wonder anymore. In *The Accidental Salesperson*, Lytle gives readers a road map that anyone can use to excel in sales. Lively and entertaining, this somewhat unorthodox guide is packed with thought-provoking axioms, humorous and instructive anecdotes, specific strategies, and powerful tools--everything readers need to master essential lessons in sales and professionalism. Readers will find there are some things *The Accidental Salesperson* lacks--dull theories, manipulative methods, and high-pressure tactics. But with the wealth of money-generating, career-building techniques it does provide, we don't think those items will be missed."