



Up Your Sales in a Down Market: 20 Strategies from Top Performing Salespeople to Win Over Cautious Customers

By Ron Volper

Career Press, United States, 2011. Paperback. Book Condition: New. 208 x 132 mm. Language: English . Brand New Book. Ron Volper s Up Your Sales in a Down Market is one of the most original and useful sales books ever written. I have derived great value from Volper s information and ideas about how to raise up our sales when our markets were down. Every senior executive and salesperson should read it and keep it with them. --Mitchell H. Caplan, former President and CEO of E*Trade, current CEO of Jefferson National Life Insurance Ron Volper has written the foundational book on sales. Inspirational and practical, this book will have dog-eared pages and be quoted from coast to coast by sales rookies and pros alike. --J. French Hill, former economic adviser to President George H.W. Bush and Chief Executive of Delta Trust Volper s strategies for selling to cautious customers in tough times, both over the phone and face to face, are unmatched. His recommendations to increase sales are thoughtful and creative, but more importantly, they work. They worked for me at two public companies, and they ll no doubt work for other sales and marketing executives and their salespeople. --Paula...

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