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Principled Selling How To Win

Principled Selling discusses the new skills and behaviors needed to win customers, build relationships and retain existing ones. This highly effective approach to business development helps align sales techniques with the new expectations of customers and clients by emphasizing content marketing and motivating customers, rather than coercing them.

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Principled Selling discusses the skills and behaviours needed to win customers, build relationships and retain existing ones. It offers a different, more effective approach based on the premise that if you want more sales, stop 'selling' and focus on building long-term, profitable relationships.

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David Tovey is a director of the Principled Group and author of the recently published *Principled Selling: How to Win More Business Without Selling Your Soul*. For most of us consultants, coaches, lawyers, engineers, accountants; sales is not something we enjoy.

Principled Selling: Winning Clients Without Selling Your Soul

Principled selling : how to win more business without selling your soul. [David Tovey] -- Whether you sell full time or need to win business as part of your role, Tovey shows you how to build trusted relationships with customers and clients.

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Principled Selling discusses the skills and behaviours needed to win customers, build relationships and retain existing ones. It offers a different, more effective approach based on the premise that if you want more sales, stop 'selling' and focus on building long-term, profitable relationships.

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Principled Selling: How to Win More Business Without ...

Many professionals feel utterly trapped by the need to sell their services on one hand and their revulsion of anything having to do with sales on the other. Into the middle of this dilemma steps David Tovey and his new book, *Principled Selling: How to Win More Business Without Selling Your Soul*. David Tovey is a UK-based speaker, writer and authority on sales.

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Books by David Tovey (Author of Principled Selling)

It is as if the parties are sitting on opposite sides of the table, conducting a tug-of-war to achieve a "win for our side." With a principled negotiation approach, on the other hand, the...

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Five Rules For Negotiating a Win-Win Deal - CBS News

"Principled negotiation" is a common win-win strategy, devised by Roger Fisher and William Ury, that can help you to negotiate an agreement in a civil way. The technique consists of five stages, or principles: 1. Separate the people from the problem. 2. Focus on interests, not positions. 3. Invent options for mutual gain. 4. Use objective criteria. 5.

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