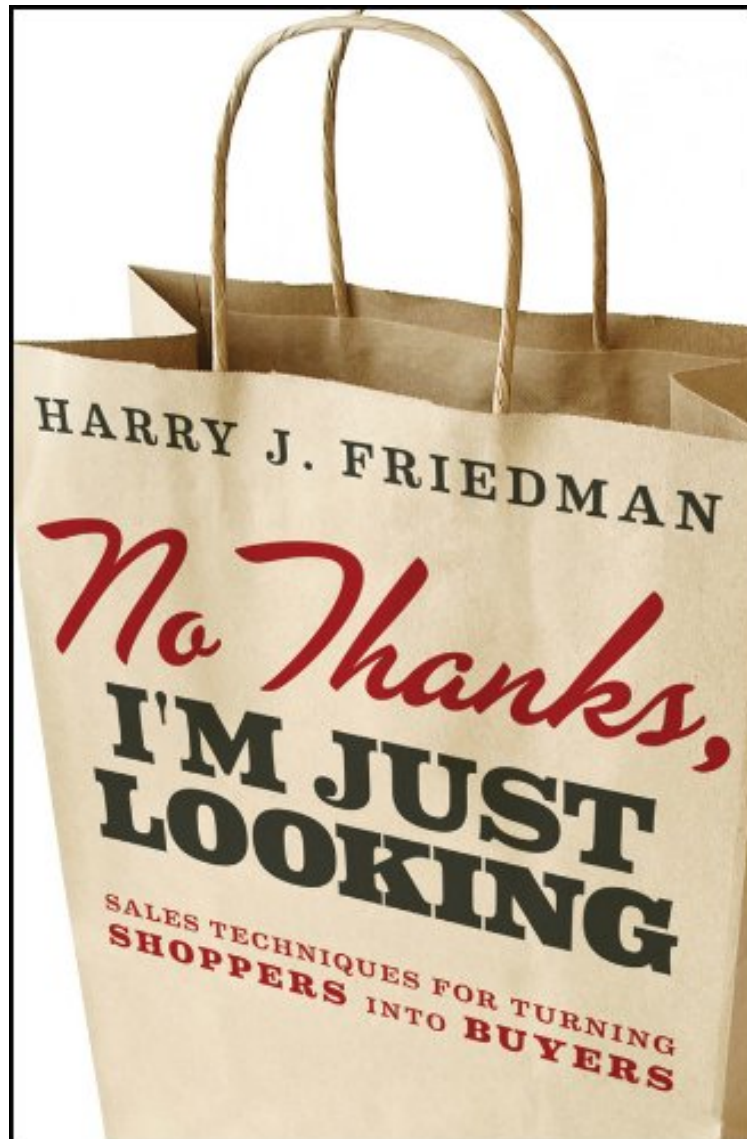


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## No Thanks, I'm Just Looking: Sales Techniques for Turning Shoppers into Buyers

Harry J. Friedman

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**Harry J. Friedman : No Thanks, I'm Just Looking: Sales Techniques for Turning Shoppers into Buyers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised No Thanks, I'm Just Looking: Sales Techniques for Turning Shoppers into Buyers:

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By Rebekah Greer Great ideas, keeps the reader engaged and isn't boring to read like a lot of business books. Presents a complete selling system that at the same time seems both like a brilliant idea yet common sense.

Secrets of the trade from the master of retail selling and sales training No Thanks, I'm Just Looking gives anyone the inside scoop on how to skyrocket their selling career with a system of easy-to-learn practical money-making steps. By saving countless hours of trial-and-error experience, readers will be able to focus on the things that really work. Considered to be retail guru Harry J. Friedman's personal collection of proven selling techniques, No Thanks, I'm Just Looking includes all the tips and humorous anecdotes that have made him retail's most sought-after consultant. No Thanks, I'm Just Looking delivers the tricks of the trade from an international retail authority. Author is the most heavily attended speaker on retail selling and operational management in the world These groundbreaking high-performance training systems have been used by more than 500,000 retailers, from small independents to the likes of Neiman Marcus, Cartier, Billabong, La-Z-Boy and Godiva, to routinely deliver more sales Friedman created the number one retail sales and management system used by more retailers than any other system of its kind in the world Get proven techniques that will increase sales and elevate your staff to a high-performance sales team.

From the Inside Flap No matter what you sell in your store, the real key to moving your product is you, the salesperson. When customers face the same product choices in your store as they do down the street, the connection you build with them can create a powerful—and profitable—difference. Your ability to communicate with customers, get them to open up, and satisfy their needs determines your success. No Thanks, I'm Just Looking gives you the inside scoop on how to skyrocket your selling career with a system of easy-to-learn, practical money-making steps. Retail guru Harry J. Friedman has compiled his personal collection of proven selling techniques and tips, along with many of the often humorous real-life stories that have made him retail's most sought-after consultant. By saving countless hours of trial-and-error experience, you'll be able to focus on the things that really work, especially in this highly competitive market where Internet savvy customers are better informed than ever before. Develop non-pushy people skills that will boost your income and make your job more fun with Harry's tricks of the trade: How to get past "I'm just looking" and other defensive shields to engage your customers in comfortable conversation that opens the door to more sales Must-ask questions that develop trust and expose hidden sales opportunities How to present merchandise with the eloquence and emotion that results in "I'll take it!" The unique step that many salespeople miss that can easily increase add-on sales How to handle stalls and objections and comfortably close the sale—today! Mastering the fine art of building referrals, repeat business, and customers for life The difference between clerks who just process sales and sales professionals who create sales can be worth millions. Whether you're an individual salesperson, manager, or owner of hundreds of stores, Harry's insights will make this book your "retail bible" and make your sales soar.  
From the Back Cover Praise for No Thanks, I'm Just Looking "It's what everyone's after: a formula for being successful and having fun at the same time. Harry has a very engaging way of illuminating the path to high-performance selling. This book is a must-read for retail managers and salespeople who want to experience the thrill of thriving in a well-run store where salespeople serve customers expertly, and shoppers buy, with pleasure."  
—Lynn Garner VP, Training Development, David's Bridal "I'd recommend this book to anyone in retail. Unless you're one of my competitors."  
—Howard D. Fineman Owner, Ashley Furniture HomeStore, Jacksonville, Florida "BrandSource was so excited with the information in Harry's book, that we had The Friedman Group create a customized version of his sales training system just for us. At the time, our market was experiencing a boom and business was good. With the economic change, our retailers need his sales skills now more than ever, and they've given us a competitive edge that is allowing us to thrive despite the economy."  
—Bob Lawrence CEO, AVB/BrandSource "There's no other book of its kind for retail salespeople. We've ordered over 2,000 of them. Harry's book reads like a can't-put-it-down novel and will cause any retail salesperson to increase their add-ons and close a lot more sales."  
—Evan Hackel Former VP, Carpet One "No Thanks confirms Harry as the foremost authority in retail selling. Great insight, practical suggestions, and entertaining. We make this book a mandatory read for our entire sales staff. Thank you, Harry!"  
—Russ Diamond President, Snyder Diamond  
About the Author HARRY J. FRIEDMAN, founder and CEO of The Friedman Group, is an international retail authority, consultant, and the most heavily attended speaker on retail selling and operational management in the world today. More than 500,000 retailers have used his groundbreaking high-performance sales and management training systems, including Neiman Marcus, Cartier, Hallmark, La-Z-Boy,

Billabong, and Godiva. One of retail's true thought leaders, his vision and unique ability to see what's right and wrong on a retail floor—and how to fix it—have made him a sometimes controversial but always passionate friend to the world of retail. You just can't get enough of Harry!