



The Retail Sales Bible: The Great Book of G.R.E.A.T. Selling

By Rick Segel, Matthew Hudson

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Rick Segel and Matthew Hudson, PhD have simplified the retail selling process into a user-friendly book filled with concepts that are memorable, easy to master, easy to use and will become a part of the salesperson's persona almost immediately. In this book you will learn • The G.R.E.A.T. Selling System, which is an acronym for the 5 stages of selling • Greeting, Researching, Experimenting, Add-ons and Tethering a customer to the store • Ways to increase every sales associate's ATS, Average Transaction Size • Ways to increase every sales associate's UTS, Units Per Transaction • The greatest opening line ever written with proven results • The four words that increase a retailer's sales by 4 to 7 percent almost immediately • The five most powerful words that will engage the customer in conversation, learn the customer's true wants and needs and can establish trust instantly

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Bibliography

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Editorial Review

About the Author

Rick Segel and Dr. Matthew Hudson know retailing from very different angles. Rick is a street smart, hands-on retailer who knows how to uncover the hidden assets of any retail business. He is the author of fourteen books, including the best-selling Retail Business Kit for Dummies. Dr. Hudson is an Organizational Development Specialist and training and development guru who has developed sales training programs for some of the finest retailers and associations in the world.

Users Review

From reader reviews:

Margarettta Lee:

Information is provisions for those to get better life, information nowadays can get by anyone from everywhere. The information can be a information or any news even a problem. What people must be consider if those information which is from the former life are hard to be find than now's taking seriously which one is acceptable to believe or which one typically the resource are convinced. If you receive the unstable resource then you get it as your main information it will have huge disadvantage for you. All of those possibilities will not happen throughout you if you take The Retail Sales Bible: The Great Book of G.R.E.A.T. Selling as your daily resource information.

Gregory McCormick:

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Patricia Morales:

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