

The Socratic Salesman

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The Socratic Salesman by William Thomas Tucker

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The Socratic Salesman

The Socratic Salesman Socratic Sales Coach is an Idaho Assumed Business Name filed on February 17, 2011. The company's filing status is listed as Active-Current and its File Number is 442679. The company's principal address is 7145 W State St Ste 110, Boise, ID The Socratic Salesman What is the Socratic Method? ...

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What is the Socratic Method? ... You are a salesman at a car dealership, and a client suddenly comes in a sports can looking to trade his car for a more practical one. He tells you he wants a family car, a big four-door sedan. You obviously want him to purchase the more expensive car, so you start asking him the right questions: ...

What Is The Socratic Method? (How to Persuade Anyone)

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The Socratic Salesman

The Greek philosopher Socrates was no fan of lectures, and if he were around today, he ' d be equally dismissive of sales pitches. He was famous for asking his students targeted questions in order to provoke thoughts, help them analyze concepts, and get to the truth of issues. Socrates knew where he wanted his students to arrive, but instead of simply lecturing them, he realized that he could lead them to epiphany by asking a series of questions in the right order.

Socratic Sales: The 21 Best Questions for Mastering Lead ...

Selling with the Socratic Method requires the sales person to listen with both ears, the head, and the heart. Misunderstandings can happen all too easily. Misunderstandings can happen all too easily. An example: The customer likes everything about the car being offered except for the "awful" beige upholstery.

A Socratic Approach to Successful Selling | AMA

As with any new skill, the Socratic Selling Method requires lots of practice and refining to our vocabulary, personality, and philosophy of doing business. Making the sales transaction one of collaboration and not one of confrontation is possible when we engage our customers in the process.

Using The Socratic Selling Method - Bottom Line ...

The Socratic Method - Most Powerful Sales Technique of All Time. Socrates was a great ancient Greek philosopher who invented the most powerful sales technique of all time. His "Socratic Method" involved asking questions which would eventually compel an individual to agree with him. In this article, you'll learn how to use the powerful Socratic Method to almost force people to buy your product or service.

The Socratic Method - Most Powerful Sales Technique of All ...

The Socratic method (also known as method of Elenchus, elenctic method, or Socratic debate), is a form of cooperative argumentative dialogue between individuals, based on asking and answering questions to stimulate critical thinking and to draw out ideas and underlying presuppositions. It is named after the Classical Greek philosopher Socrates and is introduced by him in Plato's Theaetetus as ...

Socratic method - Wikipedia

this the socratic salesman can be taken as competently as picked to act. If you have an eBook, video tutorials, or other books that can help others, KnowFree is the right platform to share and exchange the eBooks freely. While you can help each other with these eBooks for educational needs, it also helps for self-practice.

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The Socratic Questioning technique is an effective way to explore ideas in depth. It can be used at all levels and is a helpful tool for all teachers. It can be used at different points within a unit or project. By using Socratic Questioning, teachers promote independent thinking in their students and give them ownership of what they are learning.

The Socratic Questioning Technique - Intel

Socratic Selling shows salespeople how to build a relationship with the customer and close the sale more surely. The approach uses the Socratic Method: "A method of teaching or discussion, as used by Socrates, in which one asks a series of easily answered questions which inevitably lead the answerer to a logical conclusion". (Webster's Unabridged).

Socratic Selling: How to Ask the Questions That Get the ...

William Thomas Tucker is the author of Miracles Made Possible (3.76 avg rating, 17 ratings, 2 reviews, published 2004) and The Socratic Salesman (5.00 av...

Socratic Selling shows sales people how to build a relationship with the customer and close the sale more surely. The Socratic Approach respects the power of the customer. The guide shows the reader how to access that power, to cooperate with it, and to induce it to flow toward the salesperson.

Ways and means of selling are fast evolving, as new paradigms of doing business engender new forms of relationships between sellers and buyers. The new breed of professional salespersons must respond to this rapidly shifting environment in the context of globalization, technological change and changing concepts of loyalty in the 21st century. The New Professional Salesman: Meeting Challenges in the 21st Century, written in Walter Vieira ' s inimitable style with simplicity, humour and clarity, will appeal to sales professionals who are not inclined to read heavy tomes on the subject. The book meets the need of companies with both large field forces (pharmaceutical, FMCG, consumer durables, engineering) and a small number of salespersons. Such companies can now buy a copy for each salesperson and effectively provide a full training program for the cost of a ' day ' s travel allowance ' . Covering the entire spectrum of the selling process, the book features: - A systematic organisation of material on the theory of selling—in the context of 21st century requirements. - Use of case studies to elucidate strategies. - Questions to reflect on and action points at the end of every chapter—to stimulate thinking, self-analysis and self-improvement. - A focus on the use of technology to improve selling effectiveness. - A simple style of writing to make learning a pleasure. This book is a must read for all salespersons and entrepreneurs, whether they sell products or services. Trainers will also find the book immensely helpful in conducting sales training workshops.

Introduction Sales is first and foremost the art of persuasion. A salesperson persuades someone to part with his or her money in exchange for a product or service. This is done by convincing the customer that he wants the product or service more than he wants his own money. Often this is a formidable task because the goods and services offered by professional salespeople usually cost a lot of money. The good news for the salesperson is that the approach used can significantly improve the odds of success. Like any profession, a sales job becomes a lot easier once you learn the tricks of your trade. I believe that how well a salesperson learns the tricks of the trade can have a big effect on his success, income and career. The degree of success can also affect the salespersons happiness, family life and sense of self-worth. I am convinced that learning these tricks can be financially rewarding and prudent for any salespersons career. Perhaps Wesley Autrey, a New York construction worker, understood achievement best when he simply said; Good things happen when you do good. This book is designed to help you do a good job at selling people things. It describes, explains, and provides examples of the best tricks of the trade I have used in the real world for over twenty-five-years in my sales career. Several (but not all) tricks of the trade require specific rhetorical techniques. In those cases, I will explain the recommended rhetorical procedure as well. When needed, I will explain what questions a salesperson should ask, when to ask these questions, and why we ask these particular questions. I will explain not only the tricks of the trade but I will explain when and why we use specific tricks. I will also do my best to explain how and why these tricks actually work. All the tricks will work for most products and services sales professional typically are asked to sell. They work for inside salespeople as well as outside sales representatives. I have years of experience in both types of sales and the tricks in this book are important and valuable regardless of your sales environment. My own career attests to how well these tricks of the trade can succeed. Because I have used them while working for some of the largest corporations in America, I have frequently won incentive trips to wonderful resorts in the United States as well as those in Cancun, the Bahamas and even Europe. My goal in this book is to suggest ways in which salespeople at any stage of their careers can improve their techniques, hone their strategies, and ultimately, succeed more fully in sales. Vernon Law once warned: Experience is the worst teacher; it gives the test before presenting the lesson. In this book I am going to try to change the natural order of things. This book is designed to give you the lessons first, thereby leveling the playing field between rookies and experienced salespeople. The way I am going to do that is by letting out the secrets I have learned in the real world to everybody in this book. Over the course of my career, I have been to several conferences set up to train the beginning salesperson. This book takes what I have learned in those classes to a more advanced level with concrete suggestions based on my years of actual sales experience. As a result, this book is designed to

benefit both novice and experienced salespeople. While each chapter focuses on a different fundamental principle of selling, I also give a very practical spin to what else---in addition to fundamentals---salespeople should understand. This book explains not only how to make a great presentation but all the other things you need to know to be an effective salesperson. Let me give you an example of the type of insight you can expect to gain by reading this book. Usually the first thing a new salesperson receives is training on how to explain what eventually he is supposed to be selling. This includes a detail

"If you are a salesperson, you will find yourself in this book. Treat it like your road map to success and you will be a professional salesperson." - Willis Turner, CSE President, Sales and Marketing Executives International, Inc. "This action-oriented book covers the best practices of top sales performers in all critical areas. The lessons are easy to learn and they will help you forge more rewarding customer relationships, a higher income, and a richer career satisfaction. A must-read for any salesperson who wants to improve and reach the next level of success." - Gerhard Gschwandtner, founder and Publisher, Selling Power magazine "As a professor teaching MBA students for twenty years, I encourage everyone in management to make this required reading for their sales teams." - Dr. Michael Russell, Chairman of the Marketing Dept., St. Bonaventure University "Each page is full of ideas for instant sales and commissions!" - Anthony Parinello, author of Secrets of VITO: Think and Sell Like a CEO

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