

# Knock Your Socks Off Selling Knock Your Socks Off Selling

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"Now salespeople can benefit from the Knock Your Socks Off formula for wowing customers and winning clients. Knock Your Socks Off (KYSO) is back! The successful formula for wowing customers has been adapted into a surefire strategy for winning sales. Written by the illustrious team of Gitomer and Zemke, this book helps salespeople succeed in today's complex and stiffly competitive sales environment. In today's world, customers choose slowly and carefully.

They demand product customization at mass manufacture prices, and they want limit opportunities to change their minds.

On top of all that, salespeople face a marketplace awash in products and services, where good first impressions and long-term relationships have never been so crucial.

Knock Your Socks Off Selling equips salespeople with the knowledge, skills, and personal resolve necessary for navigating these murky waters.

Readers learn about: \* The philosophy of KYSO selling: How to master the art, craft, and science of buoying the customers' comfort level and confidence to buy. \* The KYSO attitude: How to embody the straightforward credo of learning the customers' businesses and helping them understand how a product or service fits their needs. \* KYSO selling skills: How to excel at the essential skills, such as networking, generating leads, making appointments, making presentations, assuring sales, and following through. \* The KYSO selling reward: How to mature the relationship from buyer/seller to partnership--and keep customers coming back again and again."