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Secrets of Question Based Selling By Thomas A. Freese
credibility should be one of your primary objectives in the sales process. If a salesperson appears credible to the prospective customer, then the prospect's need to mismatch is reduced because they start feeling comfortable with you, rather than cautious of you.

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“ Secrets of Question-Based Selling ” Secrets of question-based selling: The current article addresses how to effectively sell to different needs, biases, and experiences. Question-Based Selling (QBS) is a systematic approach used to your increase your profitability of success and decrease your risk of failure. This executive summary divides the system into two parts.

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