



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

Kevin Daley

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Build a relationship with your customers and close the sale more surely.

The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. *Socratic Selling* shows you how to access that power, to cooperate with it, and to make it work for you.

Inside you will discover how to:

- Open a sales dialogue dynamically, so that you and your customer go right to the heart of the matter
- Guide the dialogue through a discovery of needs and needed decisions
- Negotiate objections, and close effectively
- Uncover the motivators that move sales to more predictable closure

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