



Retail Selling: How to Achieve Maximum Retail Sales

By Peter Fleming

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Retail Selling is a new, practical guide for all retail sales people. It shows you how to improve your sales and increase customer satisfaction. There are many books in print about aspects of selling technique - but not many of them have been specifically targeted towards retailers and their staff. So, why should you read this book? Sadly, many people learn their selling skills the hard way - by trial and error! The trouble with this is that it can be an expensive way to learn - lost sales, complaints, cancelled orders, even a polite suggestion from your manager that "perhaps you are not really suited to this job in selling" might result from this learning method. Printed Pages: 190.



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