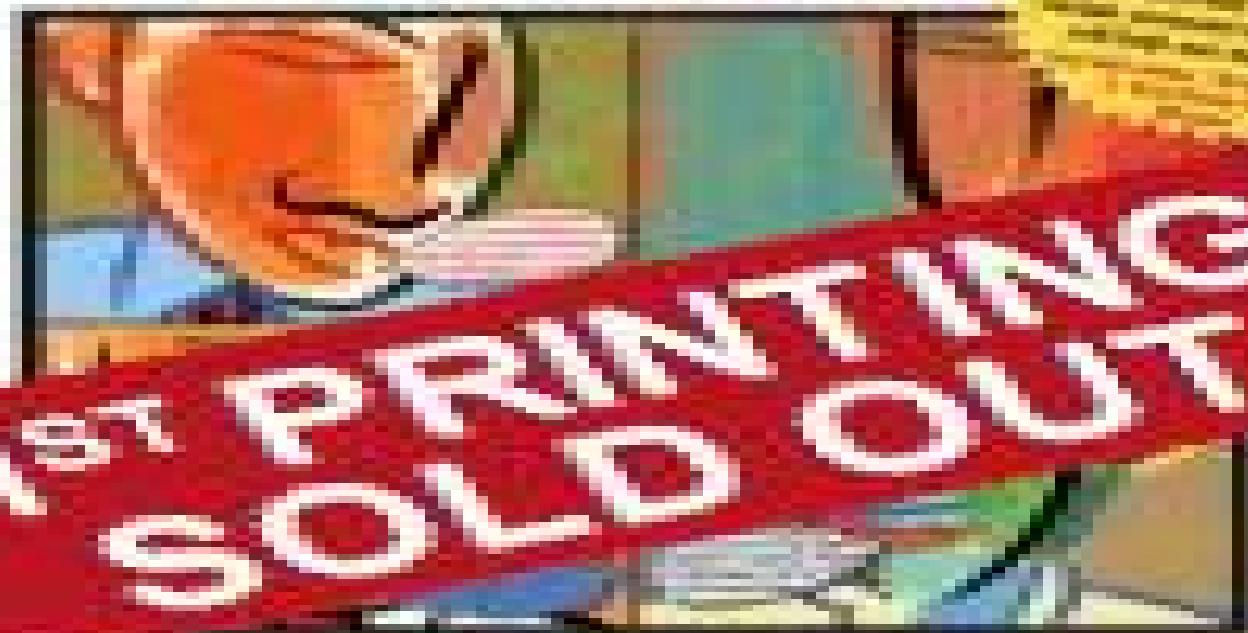


METAPHORICALLY SELLING



How to Use the Metaphor of Metaphorology to
Sell, Promote, & Explain Anything to Anyone

Adrienne Miller

Author of *1001 Metaphors for Every Writing Situation*

Metaphorically Selling

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anything Under such extreme conditions yesterday's sales strategies no longer work No matter how great your offering you face the daunting task of making yourself appear credible relevant and valuable Now internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments speed up decisions and win sales with these short fused frazzled customers Drawing on her years of selling experience as well as the stories of other successful sellers she offers four SNAP Rules Keep it Simple When you make things easy and clear for your customers they'll change from the status quo Be iNvaluable You have to stand out by being the person your customers can't live without Always Align To be relevant make sure you're in synch with your customers objectives issues and needs Raise Priorities To maintain momentum keep the most important decisions at the forefront of their mind SNAP Selling is an easy to read easy to use guide for any seller in today's increasingly frenzied environment

Clean Language Wendy Sullivan, 2008-10-24 This book will teach you a new way to communicate which gets to the heart of things By asking Clean Language questions to explore the metaphors which underpin a person's thinking you can help people to change their lives in a way that intrinsically respects diversity and supports empowerment Both you and they will gain profound new insights into what makes them tick The approach was originally used to help clients to resolve deep trauma It is now being used to get to the truth and to solve complex problems by some of the sharpest and most innovative people in the world coaches business people educators health professionals and many others

Dirty Little Secrets Sharon Drew Morgen, 2009-10 What is stopping you from closing all of the sales you deserve to close Hint it's not you not your solution and not the buyer It's the sales model itself Now in this revolutionary book written by the visionary and NYTimes Business Bestseller Selling with Integrity go behind the scenes with the buyer and learn all of the details that go on off line prior to a purchase And learn the 12 dirty little secrets that are part of the sales model that actually prevents buyers from buying Dirty Little Secrets why buyers can't buy and sellers can't sell and what to do about it breaks down the entire buying decision process and offers a complete understanding of how buyers buy the steps they go through the systems issues they must manage internally the types of decisions they must make And learn how the sales model manages merely the last action that buyers take before they adopt a solution Moving beyond her 7 other highly acclaimed books on her revolutionary Buying Facilitation R model her new book goes to the heart of the buying decision with great examples and a complex case study to teach the model Selling with Integrity reviews Finally a sales paradigm which supports our spiritual values and lays the foundation for the shifts occurring in business today Ken Blanchard coauthor of The One Minute Manager Morgen's Buying Facilitation R is light years ahead of the rest of the field Philip Kotler author of Marketing Management Dirty Little Secrets reviews Because of this book we'll never be able to go back to the old way of selling It teaches us how buying decisions are made missing from the industry until now This book is too big to push under the rug It's crystal clear and easy to understand and necessary for any serious sales professional Jeff Blackwell Founder SalesPractice.com This book is a dead on analysis of how buying

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