



Selling When No One is Buying: Growing Prospects, Clients, and Sales in Tough Economic Times

Stephan Schiffman

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Times are tough all over. Wall Street is shivering and consumer confidence is dropping like a rock. Yet it's possible for the enterprising salesperson to still gain prospects, sign new clients, and close the deal. All it takes is persistence, energy, some new thinking, and the advice of Stephan Schiffman, American's top corporate sales trainer. Schiffman shows you how to:

- Treat customers individually
- Make life easier for customers in bad times
- Show that bad times won't last forever
- Reorient their thinking now to prepare for the future

Across America, the sales landscape is changing swiftly. But even in an economic downturn, salespeople can survive—and thrive! The key to success is to learn how to sell when no one is buying.

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