



Summary: SNAP Selling: Review and Analysis of Konrath's Book

By BusinessNews Publishing



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The must-read summary of Jill Konrath's book: "SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers".

This complete summary of the ideas from Jill Konrath's book "SNAP Selling" shows that most people you try and sell to today will be crazy-busy – frazzled and run off their feet with too much to do. You've got to allow for this and change the way you sell to align more with how people make decisions today. In her book, the author presents the SNAP approach to selling, which is designed to help customers make the right decisions and agree to what you propose as a solution. This summary is a must-read for salespeople who want to connect with their customers and make a sale every time.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your sales skills

To learn more, read "SNAP Selling" and discover the key to influencing your customers purchasing decisions.

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Roy Matsumoto:

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Tammy Schuler:

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