



How to Deal with Difficult Customers: 10 Simple Strategies for Selling to the Stubborn, Obnoxious, and Belligerent

Dave Anderson

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Praise for How to Deal with Difficult Customers

"The application of the ten key strategies in this book will help every sales professional learn how to deal with the truly difficult and how to avoid creating unnecessary difficulties. It's written with the same wit, humor, and inspiration that have made Anderson's prior books so effective."

--Margaret Callihan, President, Chairman, and CEO, SunTrust Bank, Florida

"Anderson knocks another one out of the park with How to Deal with Difficult Customers! The problem is real; Anderson's solutions make sense and, as always, he makes you laugh in the process."

--Mike Roscoe, Editor in Chief, Dealer Magazine

"I could not put this book down. It's a salesperson's bible, offering clear and concise how-to advice. If you're in the selling profession and want to sell more, you should read this book . . . twice."

--Warren Lada, Senior Vice President, Saga Communications

"An individual executing the ideas within this book will change their own life and their organization. No one has the gift like Anderson to articulate the importance character plays in maximizing potential."

--Mike Tomberlin, CEO, The Tomberlin Group

"Throw out all your other sales manuals. Anderson's new book will change the way you look at customers, the way your salespeople look at themselves, and, quite frankly, the way you look at the sales process."

--Dan Janal, President, PRleads.com

"What are you waiting for? We all have difficult customers. If you're tired of leaving money on the table because you can't handle them, read this book. If your good customers are turning into difficult customers, read this book. If you want to deliver results year-in and year-out, read, re-read, and apply the lessons of this book."

--Randy Pennington, author, Results Rule!



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From reader reviews:

Megan Rivera:

Do you consider one of people who can't read enjoyable if the sentence chained in the straightway, hold on guys this aren't like that. This How to Deal with Difficult Customers: 10 Simple Strategies for Selling to the Stubborn, Obnoxious, and Belligerent book is readable through you who hate the straight word style. You will find the facts here are arranged for enjoyable looking at experience without leaving possibly decrease the knowledge that want to deliver to you. The writer connected with How to Deal with Difficult Customers: 10 Simple Strategies for Selling to the Stubborn, Obnoxious, and Belligerent content conveys the idea easily to understand by many people. The printed and e-book are not different in the content but it just different by means of it. So , do you continue to thinking How to Deal with Difficult Customers: 10 Simple Strategies for Selling to the Stubborn, Obnoxious, and Belligerent is not loveable to be your top checklist reading book?

Lea Wheeler:

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