



# High-Profit Selling: Win the Sale Without Compromising on Price

By Mark Hunter CSP

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**High-Profit Selling: Win the Sale Without Compromising on Price** By Mark Hunter CSP

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating margins--short-term strategies that are destructive to the long-term sustainability of their business.

*High-Profit Selling* helps readers understand that their sales goal shouldn't simply be to sell more, but to sell more at a higher price...and that success comes only to those focused on "profitable sales." This eye-opening book shows readers how to:

Avoid negotiating - Actively listen to customers - Match the benefits of their product or service with the customer's needs and pains - Confidently communicate value - Successfully execute a price increase with existing customers - Ensure prospects are serious and not shopping for price

Too many salespeople believe that a sale at any price is better than no sale at all. This powerful guide helps move readers toward a profit-centered approach that will strength en their relationships and increase their bottom line.

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