



Smart Selling B2B: Köpfchen statt Hardcore (German Edition)

Franziska Brandt-Biesler

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Kennen Sie das? Sie wenden gerade eine ganz raffinierte Verkaufsmethode an und Ihr Kunde verdreht nur gelangweilt die Augen? Wenn Sie Glück haben, zeigt Ihr Gegenüber sich nachsichtig und verbucht Sie unter »unerfahrener Anfänger, der gerade auf einem Seminar war«. Im schlimmsten Fall beurteilt er Sie aber als schwachen Verkäufer und nimmt Sie nach Strich und Faden auseinander.

Es ist ein gewaltiger Unterschied, ob Sie mit unerfahrenen Privatkunden (B2C) reden oder mit erfahrenen Verhandlungspartnern im B2B-Bereich. Kochrezept-Methoden funktionieren bei Profis leider selten, dabei scheinen sie das Leben doch so viel leichter zu machen.

»Es geht auch ohne!«, sagt die Verkaufstrainerin Franziska Brandt-Biesler, »B2B-Verkauf ist einfach, wenn Sie auf Rezepte verzichten und Ihre Menschenkenntnis nutzen.« In diesem Buch beschreibt sie, wie Verkäufer mit Köpfchen statt Hardcore tragfähige Beziehungen zu Kunden aufbauen und sinnvolle Geschäfte abschliessen können. Dabei ist »Smart Selling« nicht so sehr eine neue Methode sondern eine Anregung, sich auf das zu fokussieren, was Verkaufen eigentlich ist: Zwei Menschen prüfen, ob es sinnvoll ist, Geschäfte miteinander zu machen.

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