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that make prospects curious.

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should be one of your primary  
objectives in the sales process. If  
a salesperson appears credible to  
the prospective customer, then  
the prospect's need to mismatch  
is reduced because they start  
feeling comfortable with you,  
rather than cautious of you.

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How asking the right questions at the right time accurately identifies your customer's needs.

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Secrets of Question-Based Selling: How the Most Powerful ...  
"Secrets of Question-Based Selling" Secrets of question-based selling: The current article addresses how to effectively sell to different needs, biases, and experiences. Question-Based Selling (QBS) is a systematic approach used to your increase your profitability of success and decrease your risk of failure. This executive summary divides the system into two parts.

SECRETS OF QUESTION BASED  
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Read "Secrets of Question-Based Selling How the Most Powerful Tool in Business Can Double Your Sales Results" by Thomas Freese available from Rakuten Kobo. Question Based Selling ( QBS(R)) is a commonsense approach to sales, based on the theory that &quot;what&quot;; salespe...

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