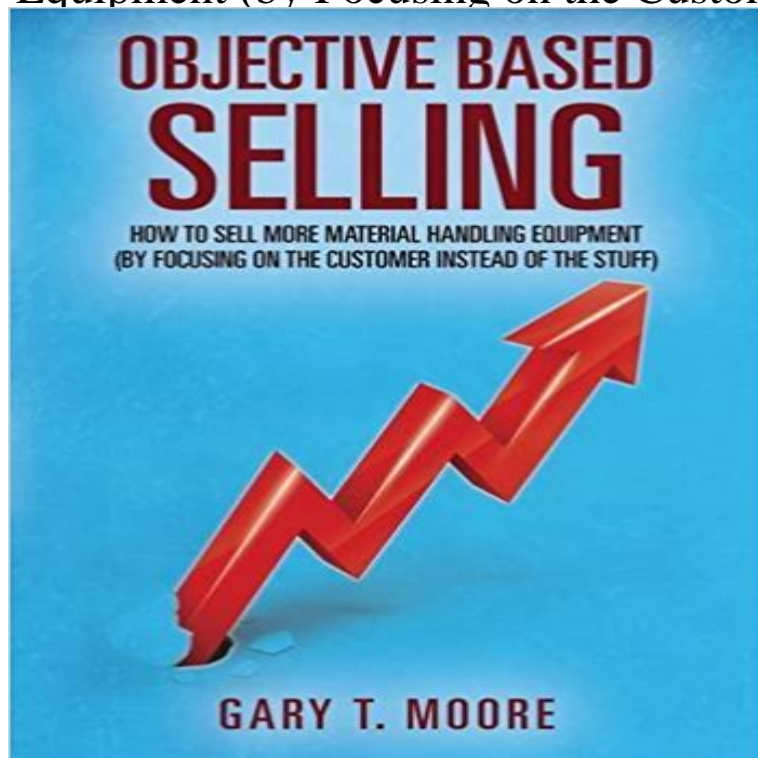


## Objective Based Selling: How to Sell More Material Handling Equipment (by Focusing on the Customer Instead of the Stuff)



Objective Based Selling is a material handling industry acclaimed book describing in detail: How to sell more material handling equipment by focusing on the customer instead of the stuff!! George Sefer, Vice President of Sales, Atlas Toyota Material Handling Equipment (Chicago), has stated: Objective Based Selling continues to be the most effective formal sales education I have ever received. In this book, you'll learn how to...

- \* Use open ended questions to get the customer to tell you how to sell them (over 100 specific questions provided)
- \* Create customer focused proposals - instead of quotes
- \* Conduct scrum meetings with multiple decision influencers
- \* Build and Maintain personal, professional relationships that help sell. And much more.

Author Gary T Moore, is a 45 year veteran of the material handling industry. At Materials Handling Equipment Company in Denver, Colorado, Gary led direct sales efforts, helping the distributor grow to be a regional and national leader. Gary designed Objective Based Selling to deal with the specific circumstances faced by industry salespeople on a daily basis. In 1998 Gary served as President of the Material Handling Equipment Distributors Association (MHEDA). For over 30 years Gary has been an industry author, speaker, and seminar leader. Visit his website at [www.objectivebasedselling.net](http://www.objectivebasedselling.net). Rarely is a sales book written that has the terminology we deal with daily as a material handling distributor. Objective Based Selling effectively does that. - Scott Swakow, Vice President Sales, Scott Lift Truck. I continue to use the principles of Objective Based Selling in all dealings with clients. The principles continue to work today as well as when i was first exposed to them years ago. - Dennis Hansen, System Sales and Engineering Manager, Siggins Company.

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