



# Why Customers Don't Do What They're Supposed To and What To Do About It

*Ferdinand Fournies*

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*Ferdinand Fournies*

**Why Customers Don't Do What They're Supposed To and What To Do About It** Ferdinand Fournies

**From the *New York Times* Bestselling Author- Proven Methods for Getting Customers to Buy**

This fully revised and updated edition of Ferdinand Fournies's classic on sales from the customer's point of view covers all the latest developments in business innovation and customer relations. *Why Customers Don't Do What You Want Them to Do...* ignores gimmicks and tricks, giving you specific actions that dramatically raise the odds of your customer doing the “buying things”-and placing the order. This results-focused guidebook presents 24 solutions to common selling problems and customer objections, helping you move beyond them to

- Achieve a customer action objective for each call
- Spark customer interest
- Clarify your product-and yourself
- Identify and address potential problems
- Address customers' fears and gain their trust
- Assist customers in choosing, negotiating, and placing an order

*Why Customers Don't Do What You Want Them to Do...* gives you practical strategies to move to the close with the fewest number of calls by getting customers to do what you want-when you want-at each stage of the sales process.

“One of the better and more useful-and unique-books on selling.”-*Booklist*

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