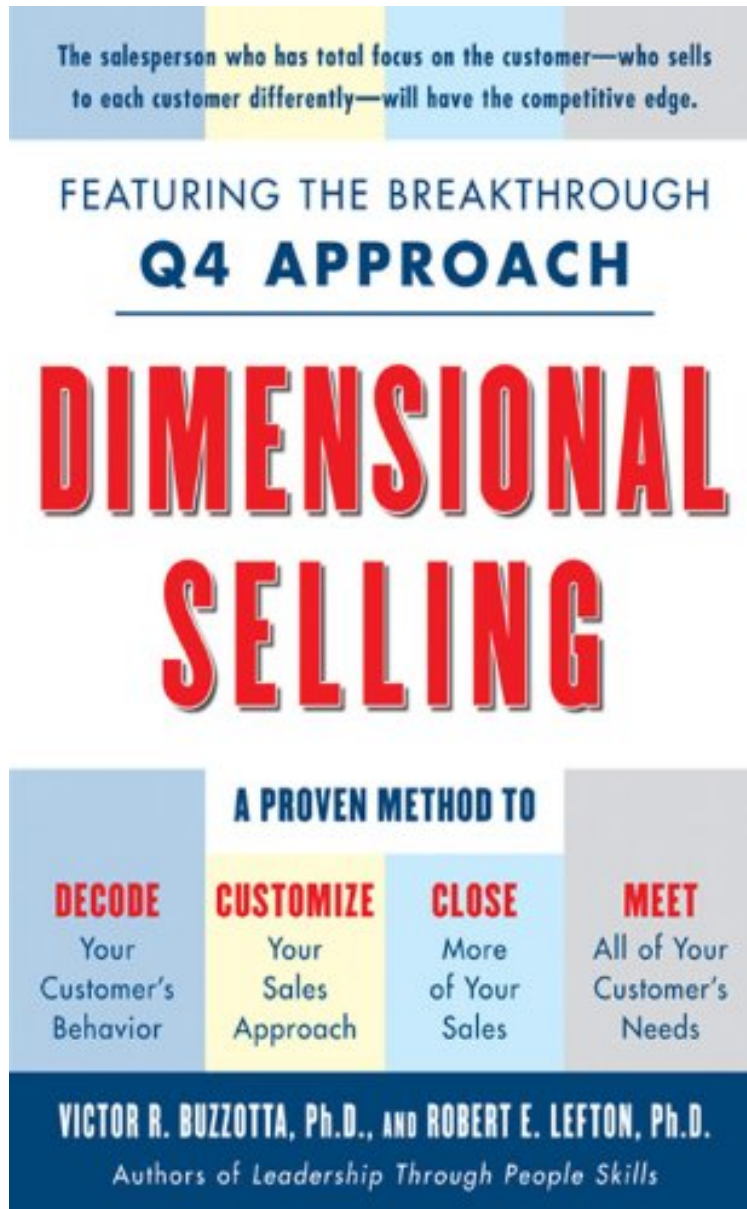


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# Dimensional Selling: Using the Breakthrough Q4 Approach to Close More Sales: Using the Breakthrough Q4 Approach to Close More Sales

*Victor Buzzotta, R. E. Lefton*

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A powerful, behavioral-based approach to closing sales Called dimensional selling, the Q4 model evaluates customers' specific behavioral patterns. It enables sales professionals to tailor presentations to personality traits, thereby forging strong bonds of trust and enduring relationships with customers. Psychologists Victor Buzzotta and Robert Lefton present this proven sales approach based on behavioral science that is guaranteed to give sales professionals an unbeatable competitive edge. Drawing upon their work with Citicorp, Hyatt Corp., Merrill Lynch, Warner Bros., and other top companies, the authors show readers how to: Pinpoint what motivates individual buyers Work more effectively with customers by understanding their basic behavior patterns Adapt selling strategies on the fly Manage problem customers--regardless of their issues Plan sales calls that optimize the chances of success

From the Back CoverA powerful, behavioral-science-based approach to closing sales and building customer loyalty In today's super-competitive selling environment, trust is often the key to making a sale. But earning your customers' trust and building long-term relationships with them requires a unique set of selling skills based on sound psychological principles. Written by psychologists Victor Buzzotta and Robert Lefton, this book arms you with those skills and much more. At the core of Dimensional Selling is a proven, behavioral-science-centered approach based on tested research into customer motivation and buying trends. This method uses sophisticated, yet easy-to-learn techniques for evaluating customers and tailoring presentations to their specific behavior patterns, letting you forge strong bonds of trust and loyalty with them. You'll learn how to: Quickly and decisively pinpoint what motivates each buyer Zero in on customer behavior patterns and work more effectively with customers Plan sales calls that optimize your chances of success Adapt your selling strategies on the fly, using the best approach for each situation Get customers to work with you during a sales call Manage problem customers, regardless of their issues You may not be born with the knack for quickly earning customers' trust--but you can learn it. Dimensional Selling shows you how, for every sales setting and situation.About the AuthorVictor R. Buzzotta, Ph.D., and Robert E. Lefton, Ph.D. (St. Louis, MO) are the chairman of the board, and president and CEO respectively, of Psychological Associates, a sales and management consultancy to the Fortune 100.