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Less Contact, More Impact

How to Win Buyers' Trust in a Turbulent Digital World

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ISBN	9789401473422
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
Size	240 mm x 210 mm
Pages	160 Pages
Illustrations	15 color, 20 b&w
Price	£30.00

- A proven business model for selling to any kind of customer while increasing self-esteem and positively influencing the people around you

Customers today demand a highly personalised and unique purchasing experience: they require expert guidance in a purchasing process that is relevant and efficient from start to finish. *Less Contact, More Impact* explores the dynamics of corporate sales today and in the future as a function of trust and cooperation. The RIO model developed by Belgium-based Blinc Sales Institute marks the evolution of a new era in which genuine contact between client and salesperson is crucial to meeting the challenges of customer expectations. The goal of this book is to guide sales in the digital age in order to achieve maximum personal impact, better results, and consistent customer satisfaction in a minimum amount of time.

Jochen Roef, Jozefien De Feyter and **Carolien Boom** are senior consultants at the Blinc Sales Institute, a corporate sales consultancy company that has 'business growth through personal growth' as their mission.







Published 8th Feb 2021