

Simone Janson (ed.)

THE PINE APPLE STRATEGY - NET WORK ING FOR EVERY TYPE OF PERSON

Small talk the right way,
targeted contacts for
introverts, extroverts,
highly sensitive, high-flyers
or lazy people

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The Pineapple Strategy - Networking for every Type of Person

Small talk the right way, targeted contacts for introverts, extroverts, highly sensitive, high-flyers or lazy people

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[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®](#)
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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because networking works like a pineapple: once you've cracked the hard, prickly skin, you can enjoy the soft and sweet content. But networking is different for everyone and this is the problem of many advisors on the subject: While, for example, introverts often do not know who to speak to because they do not like superficial small-talk, extroverted natures are the rampage at the events, but they lack a thorough follow-up, which also makes the contacts sustainable and efficient. This guide addresses precisely these differences and thus helps every reader to achieve success.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

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Better sell through networking: conclusion without penetrance

// By Oliver Schumacher

Have you ever been "splashed up"? No wonder if you think of the negative about sales. Sellers are wise to think carefully, what does the customer really need to take seriously and keep promises beyond sales.

The negative image

When people are asked what they spontaneously think of as sellers, the descriptions are usually negative. Perhaps because everyone has been "talked into" before, or the seller did not feel responsible after the deal when his customer had a problem with the performance sold.

Also, many customers are afraid that a salesman has the job to sell, and in case of doubt his offer is a little more flowery than it really is.

First to sell himself his offer

Sellers have to stand behind their offer. So they are not only confident in the negotiation, but also engage in new customer engagement. Because if you know yourself why you are good, you can cope better with any rejection - and you can go on. No seller will be able to explain to his customer why his offer is an asset if he doesn't even know it himself.

Also, sellers have to worry about how they are clearly differentiated from their competitors. Because it is quite normal that the customers compare - and want to have the security that they get the best solution at a fair price.

What does the customer really want and need?

Some sellers steal themselves from their responsibilities by selling something just because the customer so requested it. However, as a rule, the seller should be the professional, and know whether the customer is actually approaching his goals closer - or not. That is why it is also a matter of not selling something to a customer.

For example, if you know that the customer is not happy with it, or he is significantly better with a competitor's offer. After all, people are buying from people - and a customer still remembers for years how appreciably a salesman has departed with him in certain situations.

In practice, many sellers do not have enough time to find out what the customer really wants - and what solution he is trying to achieve.

Do not confuse silence with listening

People like to talk. Particularly gladly by itself. And so many vendors mean that they have to explain the customer in extensive presentations everything. But very few people have a very good memory. At the latest after a few minutes of monologues, many a listener switches off - and misses perhaps decisive arguments.

Customers can listen with little effort if the presentation is relevant to them - and they are involved. Not only through questions and answers, but also through concrete actions.

Objections and other annoyance

Customers want to be sure that they are buying the right one. That's why they also ask themselves, of course, what could speak against the purchase. Ideally, they express their concerns so that the seller can give them information. But all too often, customers do not want to offend their provider personally, and keep some worries to themselves.

For how would many a salesman react if the customer would throw "I do not believe that they really can!" Against the head? In order to protect the diplomacy, then customers prefer to bring pretexts, so diplomatic white lies, such as "I think again!".

Close the sack

Frequently providers try to buy the order over a high discount. But many a customer is unsettled by a large discount. Because can something be really good if it's suddenly cheap - or maybe only valid today? Opinion questions like "What do you think of that?" Help to find out what the customer really thinks.

And if the answer is positive, you can certainly go into graduation. Maybe with "great. Then let us make an appointment. What about you on the seventh of next month? "Or with questions about details:" Should we send them the red variant, or the blue, which they found so beautiful already? "

Follow-up and assurance

But selling is not finished with the conclusion. For now both sides must fulfill their obligations.