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The 10 Key Personal Elements (Paperback)

By Wayne E Shillum

10 Key Personal Elements, United States, 2013. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.What many new recruits to sales do not realize is that there is more to selling than just making sales calls, showing the client your products or services and getting an order. In this book we underline what often goes unsaid when people are trained in the art of selling. These are the key elements that are essential behind the scenes - that play a major part in their degree of success or perhaps even failure. The author has over 35 years in sales and has experienced the many influences that control the outcome of most sales efforts. It is part of the selling awareness that one needs to understand and practice to become and remain successful in the sales profession. Without these elements the rest of it - the prospecting, the presentations, the closes and the answers to objection are lost in a sea of self doubt, mistrust and often the word used could be despair. These key elements will provide the sales person with a track to run on, a code of ethics...



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