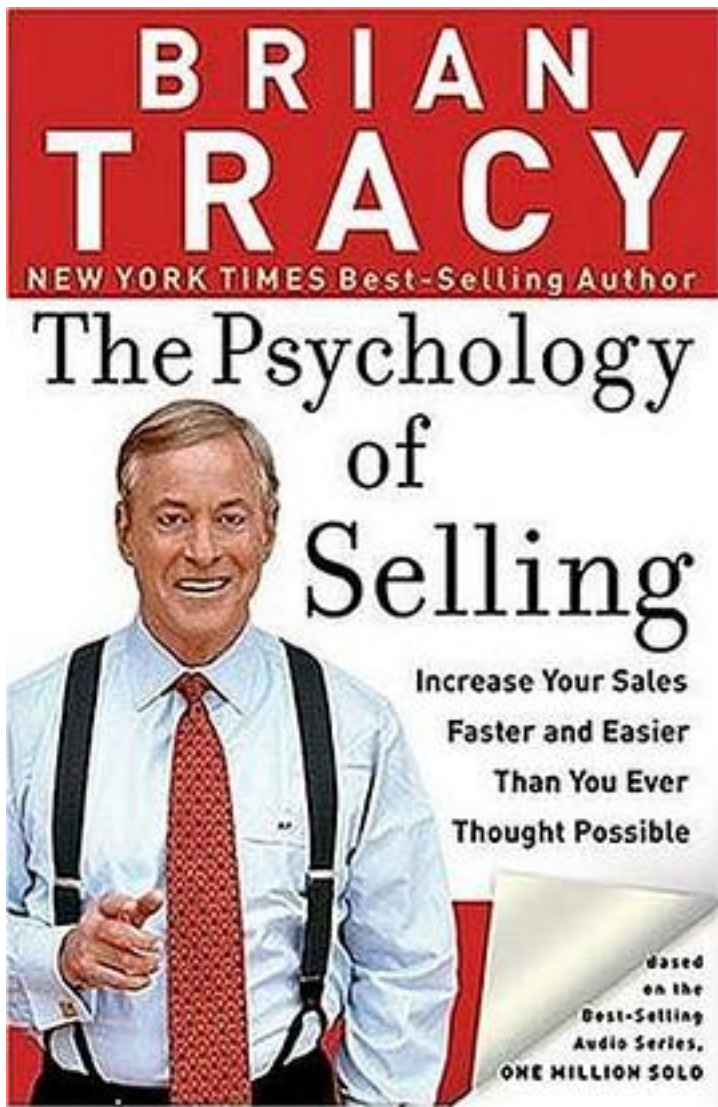


# The Psychology of Selling



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著者:Brian Tracy

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Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

作者介绍:

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标签

评论

Ken  
Fisher推荐的书，一直以来，我都是个nerd，对于销售有些内在的排斥，虽然我也做过Cold call，不过这项软技能，也许对我的事业真的很重要

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书评

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