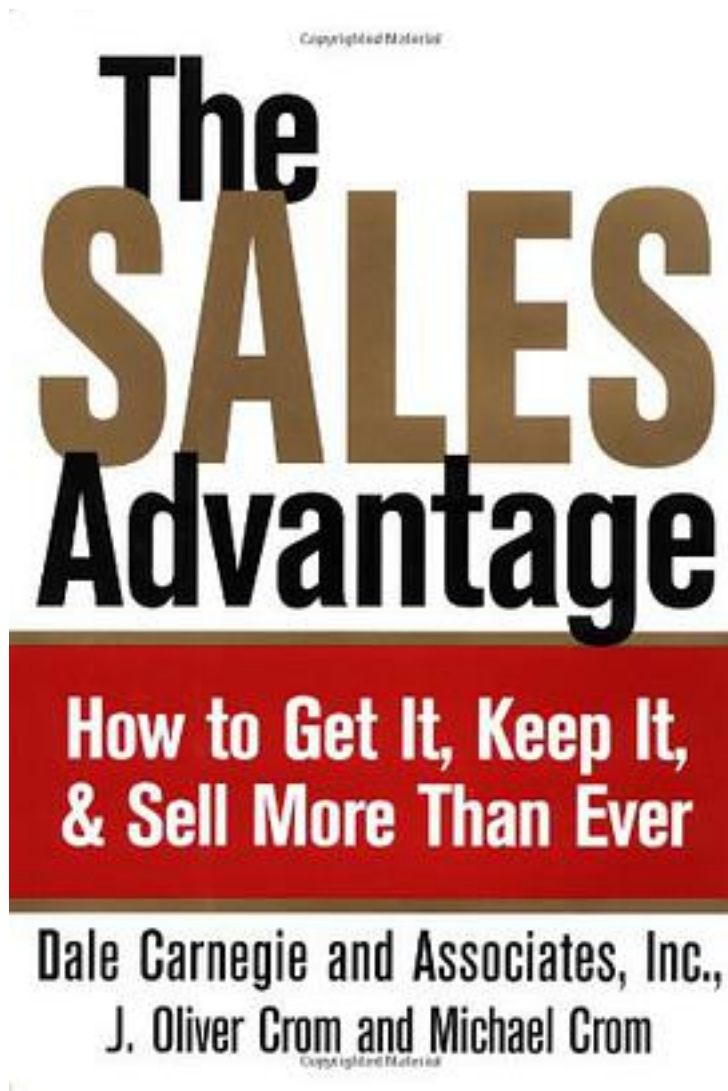


The Sales Advantage



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For the first time ever the proven techniques perfected by the world-famous Dale Carnegie sales training programme are now available in book form. The two questions most often asked by salespeople are: 'how can I close more sales?' and 'what can I do to reduce objections?' The answer to both questions is the same: you learn to sell from a buyer's point of view. Global markets, increased technology, information overload, corporate mergers and complex products and services have combined to make the buying/selling process more complicated than ever. Salespeople must understand and balance these factors to survive amidst a broad spectrum of competition. THE SALES ADVANTAGE will enable any salesperson to develop long-term customer relationships and help make those customers more successful, a key competitive advantage. The book includes specific advice for each of the eleven-stage selling process, set out in clear easy-to-understand prose with numerous case studies. THE SALES ADVANTAGE is a proven, logical, step-by-step guide that will create mutually beneficial results for salespeople and customers alike.

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