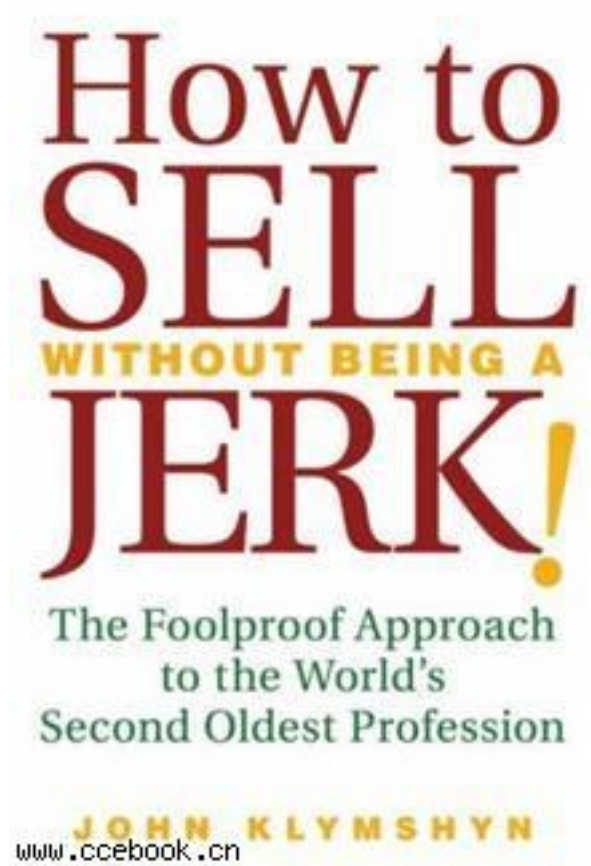


How to Sell Without Being a JERK



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In this practical, enlightening guide, master salesman John Klymshyn reveals how you can be assertive and effective without rubbing people the wrong way or fulfilling the stereotype of the jerk salesperson. He detonates traditional sales methods and replaces them with modern techniques for reading customer behavior and regulating

your own behavior to make more sales without having to get pushy. If you want to sell more and be a nicer person, this is an ideal sales resource.

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