

The Greatest Sales Stories Ever Told



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This motivational book is an unmatched collection of guidance for anyone involved in sales. Each as told to" tale provides a singular lesson or nugget of inspiration on: The Initial Approach; Selling Yourself; Innovatiion; Selling Solutions; Closing the Sale; and Servicing the Customer. Forty of the brightest stars of sales including: Zig Ziglar, Joe Gandolfo, Richard Luisi, Ross Perot, and Mary Kay share their recipe for success.

作者介绍:

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