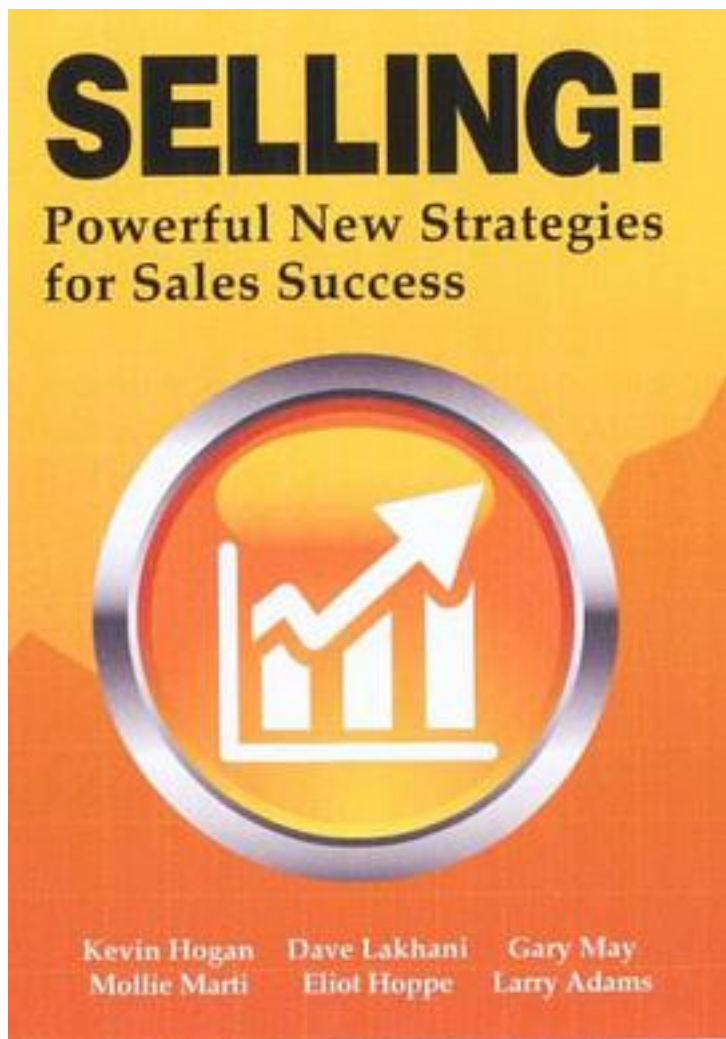


# Selling



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A practical, pocket-sized guide to selling which will give you the information and skills

to succeed. Find out how to improve your selling skills using marketing, and learn to present your product and negotiate successfully. You'll discover how to research your market, target your audience and perfect your pitch. Tips, dos and don'ts and 'SOS' hints on what to do in a particular situation, plus real-life case studies demonstrating how to win over your customers and close the deal. Read it cover to cover, or dip in and out of topics for quick reference. Handy tips in a pocket-sized format - take it wherever your work takes you.

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