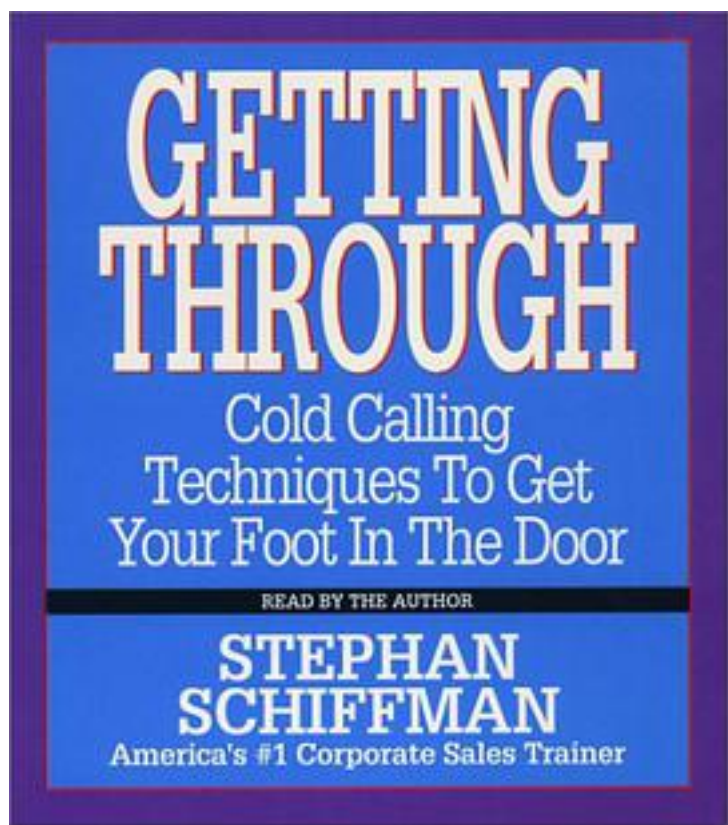


Getting Through



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MAKE SURE YOUR FIRST CALL ISN'T YOUR LAST! Everyone in sales knows how to sell -- if they can get to the buyer. But in today's selling climate, the road between seller and buyer is frequently blocked with layer after layer of objections, distractions and delays. Now, America's #1 Corporate Sales Trainer shares his proven techniques for getting through all that interference to make the sale. In this powerful program, Schiffman provides sound advice and proven strategies for cold calling -- the technique used by

salespeople everywhere to make their appointments and increase their sales exponentially.

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