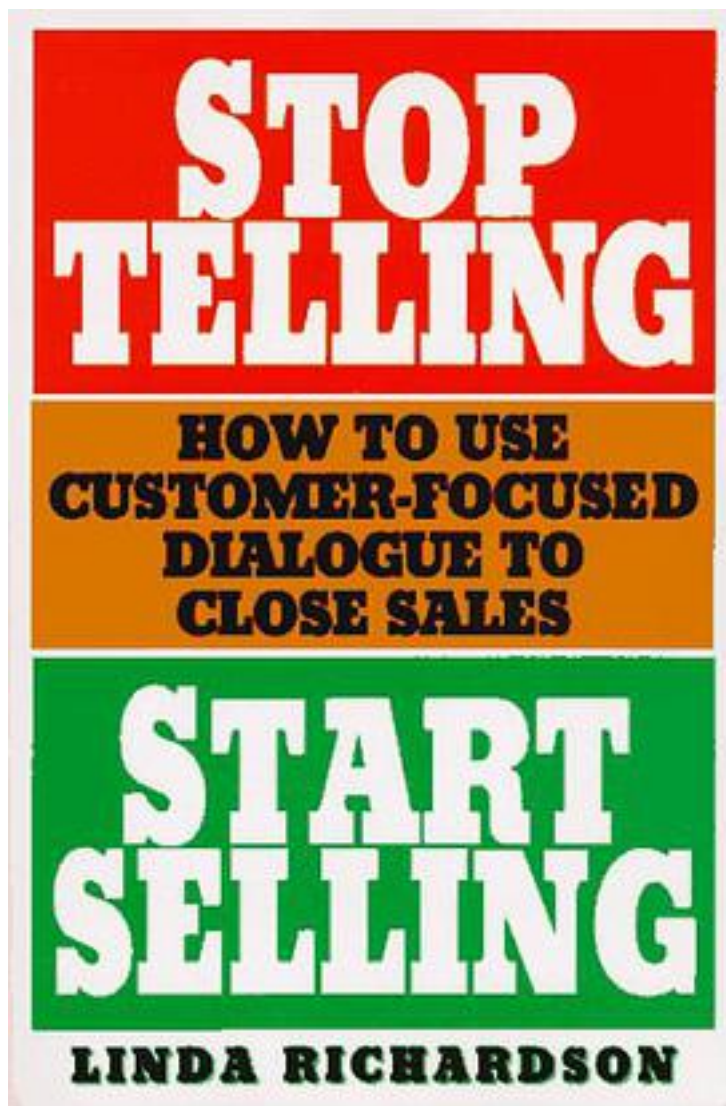


# Stop Telling, Start Selling



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出版者:

出版时间:2012-3

装帧:

isbn:9780071603829

If you want to earn your customer's interest, trust, and business, Richardson explains the need to STOP telling the customer about your product or service and START a true customer dialogue. This newly revised and updated edition shares critical skills every salesperson needs to build customer relationships and close more sales.

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