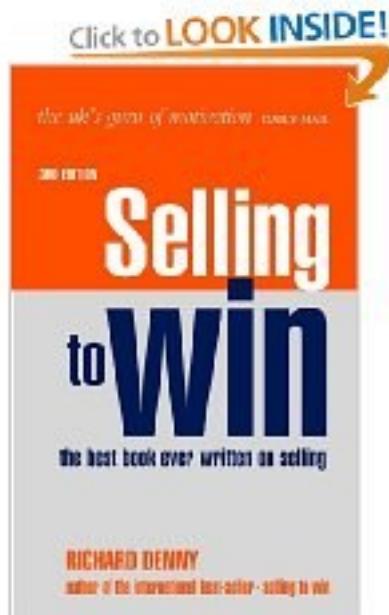


# Selling to Win



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Selling to Win is full of sales tips and practical advice such as how to: get a sale when you are not the cheapest, turn your customer into an ambassador, build a positive attitude that gets results, beat the competition and close a sale.

Widely recognized as one of the most effective and powerful sales-improvement guides, Selling to Win has helped thousands of people improve their selling skills.

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