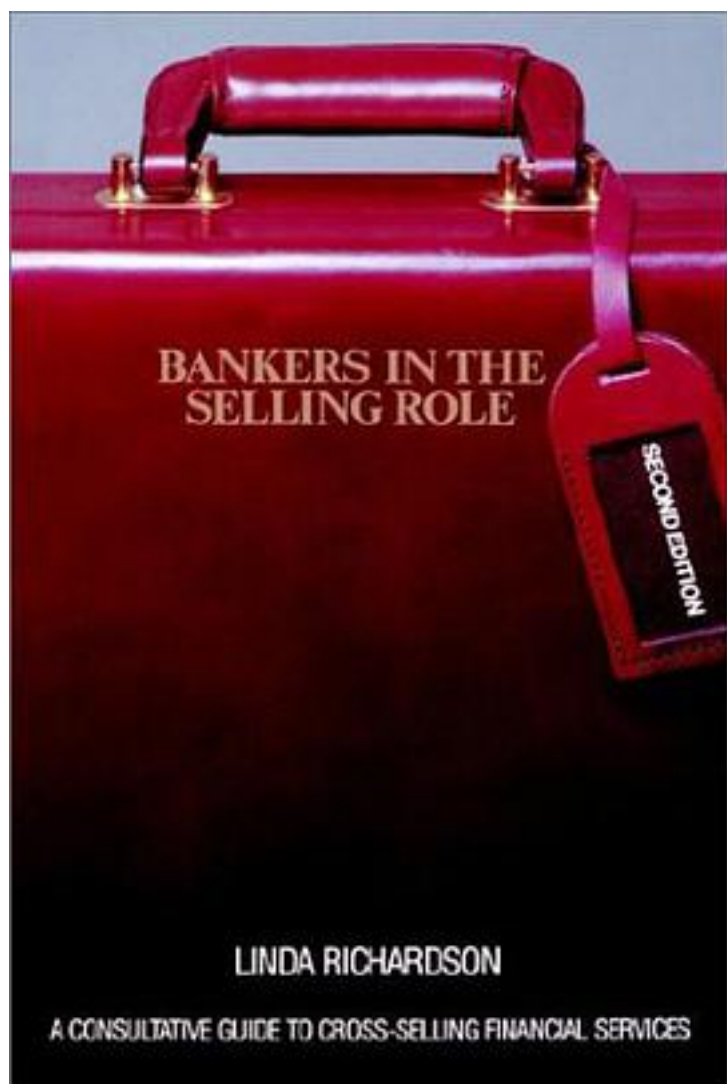


Bankers in the Selling Role



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Intended to develop the essential selling skills needed to effectively market the broad range of credit and noncredit services banks now offer. Assist bankers in their roles as financial consultants to their customers. Updated and revised, it offers bankers a framework they can use to assess their sales effectiveness, improve their post-sales-call evaluation, and recover during a call.

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