



Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business development, influence people, cold calling)

Daniel R. Covey

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Sales

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The sales industry is one of the most fastest changing industries in the business world today. Customers are constantly changing what they want to buy, and who they want to buy those products or services from, so it is important as a sales professional, or as a sales business, that you are able to identify these needs and stay ahead of your competition. The key to sales is built on the foundation of developing long-lasting relationships with your customers, so it is important that you understand exactly what sales is, and what tools and strategies are out there so that you can succeed and give your customers exactly what they want or need. This book will look at sales through the eyes of beginners, in a simple back-to-basics approach, so that you will be able to master simple sales techniques and increase sales.

This book will cover:

- What is sales, and the traits of successful salespeople
- How to close the sale
- Sales tools that you can use to manage your sales business and increase the number of sales that you make
- How to influence people and build lasting relationships
- Effective sales strategies for you to start implementing today
- How to master the simple art of cold calling.

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