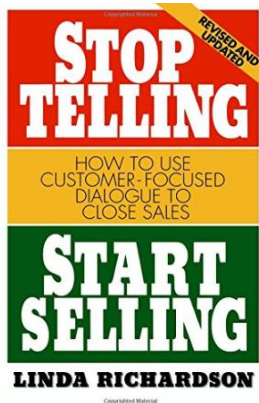


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STOP TELLING START SELLING



McGraw-Hill Companies. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.7in. x 5.8in. x 1.0in. In this revised edition of her best-seller, noted sales consultant Linda Richardson offers salespeople the tools they need to successfully use customer-focused, dialogue selling. Featuring real-world dialogue samples, helpful dos and don'ts, self-tests, checklists, and other useful tools, this guide offers insight on every aspect of face-to-face selling, from the initial introduction through the needs identification and the negotiation of terms and price to the successful...

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