



Tough Love for Easy Selling: The Dutch Uncle of Modern Selling Invites You to Fire Your Inner Novice! (Paperback)

By Gary a Boye

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In no holds barred fashion, our Dutch Uncle disparages the myths and parrot platitudes of selling and replaces them with core understandings which the true achievers in sales carry with them. The popular American sales strategist combines wit and wisdom to present real world selling in a light that will spark the careers of those who take their work seriously. The book provides fresh perspectives on the topics of closing sales, prospecting, handling objections, qualifying potential buyers, and, follow-up. There is never a need to suspend our common sense to achieve the core understandings that will take us to the top.



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Reviews

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