



Perfect Selling

By Linda Richardson

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Perfect Selling, Linda Richardson, The USA Today and New York Times Bestseller! Meet your sales objective and close more business in 20 minutes a day **CONNECT** with your customer immediately **EXPLORE** customer needs thoroughly and quickly **LEVERAGE** your solutions persuasively **RESOLVE** your customer's questions and objections confidently **ACT** when the time is right "Your thinking 'What? Another book about selling?' Wrong! This book is about winning! These days, when those of us who sell need every molecule of competitive edge we can muster, Linda cleverly pulls it together for us. And she does it with a voice radiating experience, knowledge, and sincere empathy for the challenging job we all have." --Dave Stein, CEO & Founder, ES Research Group, Inc., and author of How Winners Sell "In five steps, Linda helps you master the process of the sales call to a tee, freeing your creativity to focus on your customer and deal with the unexpected that will always occur." --Larry Wilson, sales leadership guru and bestselling author "For years, Linda Richardson has been one of the top two or three sales training consultants in the world. This is invaluable material and...



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Reviews

It is one of the most popular publications. It really is written in easy words and not difficult to understand. You are going to like how the author writes this book.

-- **Prof. Evans Balistreri DDS**

Completely essential go through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Lydia Legros**

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