

HOW TO BE A BEST SELLER, 18 Simple and Proven Steps You Must Know to Succeed

WHY YOU SHOULD WISELY INVEST \$20 FOR THIS BOOK...

WHEN YOU SELL, YOU CAN ALWAYS DO BETTER

- ▶ Listen like a pro to uncover unique needs that require your solution
- ▶ Overcome objections with confidence and ease
- ▶ Improve your closing technique and win more often

TO UNDERSTAND THE ABCs OF TOPICS, SUCH AS

- ▶ The character traits of a skilled "Best Seller"
- ▶ The proven Need Satisfaction approach to selling
- ▶ Why and how to view objections as your "friends"

TO READ WHAT SETS THIS BOOK APART FROM OTHERS

- ▶ **It's full of wisdom gained from the author's 31 years at IBM**
- ▶ Personal career perspectives are shared for your benefit
- ▶ The difference makers—what helps to **get you hired**, are explained

TO IMPROVE YOUR SKILLS AND YOURSELF

- ▶ To build confidence and expand your horizons
- ▶ To develop a skill that's with you for a lifetime—in any job
- ▶ To make the money you deserve and to feel more satisfied

BECAUSE, IF YOU SELL AT TIMES, PART-TIME OR FULL TIME

- ▶ Most everyone who sells something to somebody – can do it better
- ▶ If you're thinking about selling, getting started or as a refresher
- ▶ If you sell equipment, services, or advice - anything from A to Z