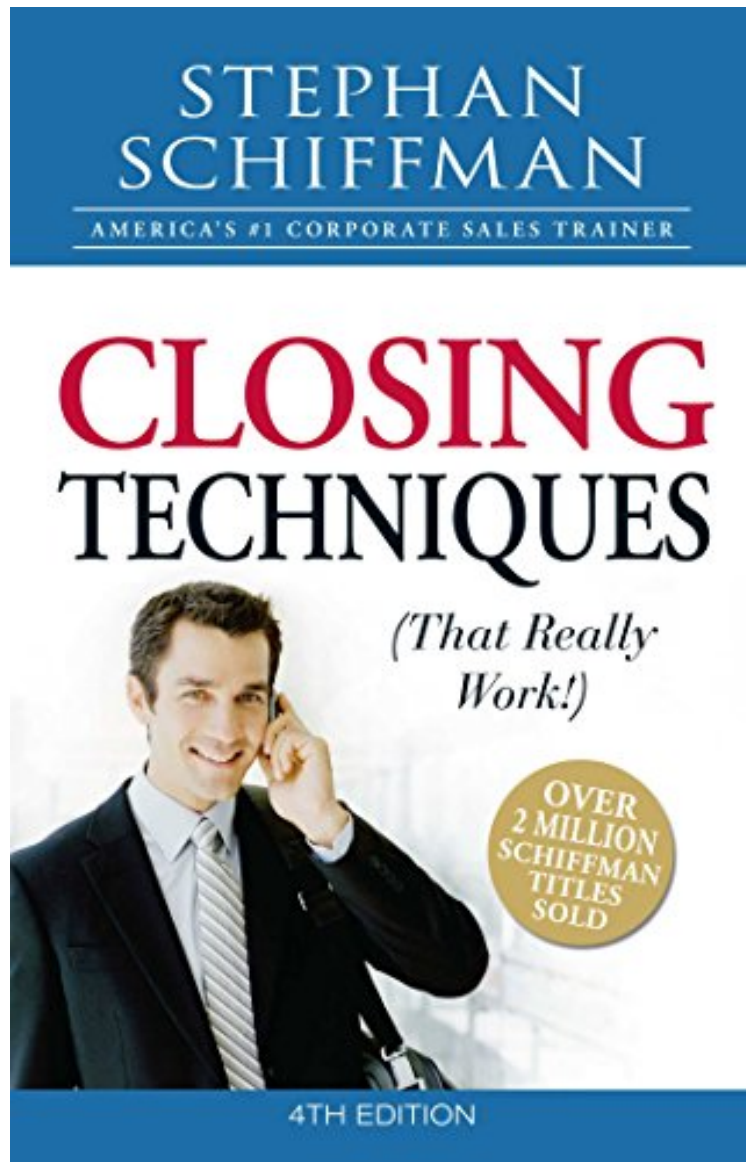


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the following review helpful. Useful Sales Approaches By Edward J. Barton This short, useful book will give you insights into the sales cycle and how to effectively close. The book itself is quite short and a pretty quick read. There are scripts included in the Appendix, as well as a few "sample" sales call dialogues. The meat, however, lies in the simple concept of doing your homework during the sales process. By serving in the role of partner, rather than vendor, the closing of the sale will be easier and not require the tricks and unprofessional pressure techniques that give the profession a bad name. A good read, and a quick one.

Many salespeople can line up prospects, recite the benefits of their product or service, and stir the interest of their client. But when it comes to actually closing the deal, they fail and the sale falls apart. That's where sales guru Stephan Schiffman comes in—and saves the sale. In this book, Schiffman reveals the pioneering techniques that have helped more than half a million salespeople nail the sales that matter. This book includes chapters on: the four words to avoid during meetings why salespeople shouldn't mix business with pleasure the most important word when closing a sale working existing accounts

About the Author Stephan Schiffman (New York, NY) has trained more than 500,000 salespeople at firms such as ATT Information Systems, Chemical Bank, Manufacturer's Hanover Trust, Motorola, and U.S. Health Care. Schiffman is the president of DEI Management Group. He is the author of such bestselling books as Cold Calling Techniques and The 25 Sales Habits of Highly Successful Salespeople.