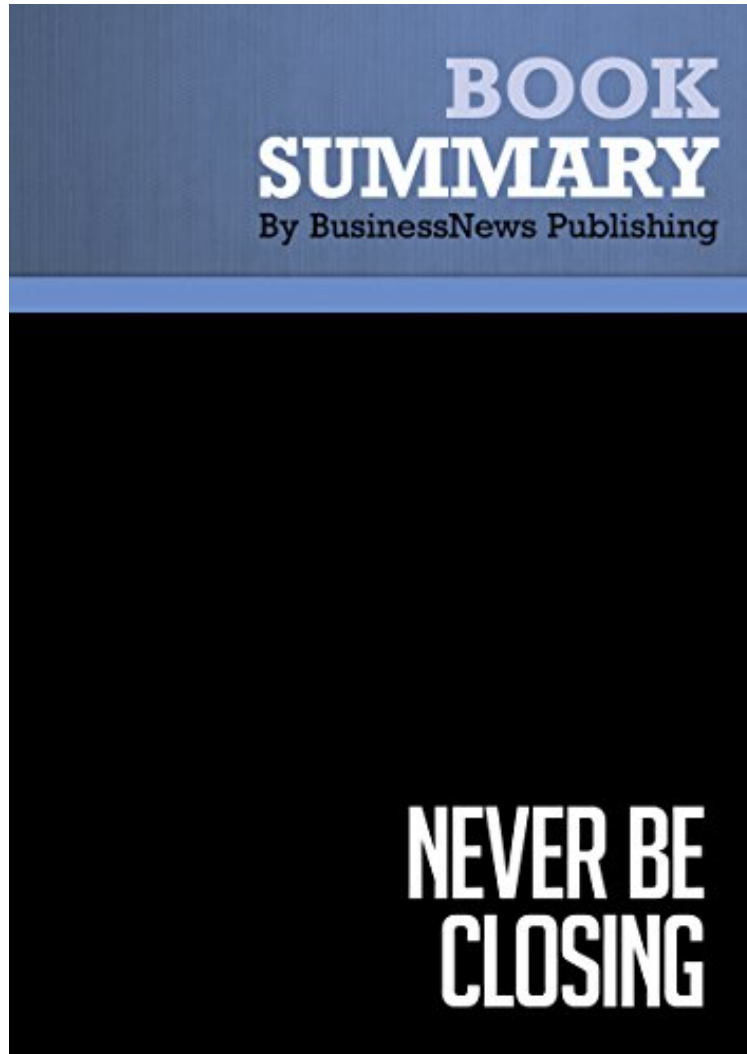


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The must-read summary of Tim Hurson and Tim Dunne's book: "Never Be Closing: How to Sell Better Without Screwing Your Clients, Your Colleagues, or Yourself". This complete summary of the ideas from Tim Hurson and Tim Dunne's book "Never Be Closing" provides an updated approach to selling. While in the past, salespeople would attempt numerous closes until the client relented, the authors of this book suggest that this is outdated. They now suggest simply being useful; solving problems and seizing opportunities will naturally lead to sales. This Productive Selling approach is explained in detail from the first sales meeting to post-sale follow-ups and will teach you how to get the sales you want. Added-value of this summary: bull; Save time bull; Understand key concepts bull; Increase your business knowledge To learn more, read "Never Be Closing" and discover valuable tricks to become more successful in making sales without using strong-arm tactics.