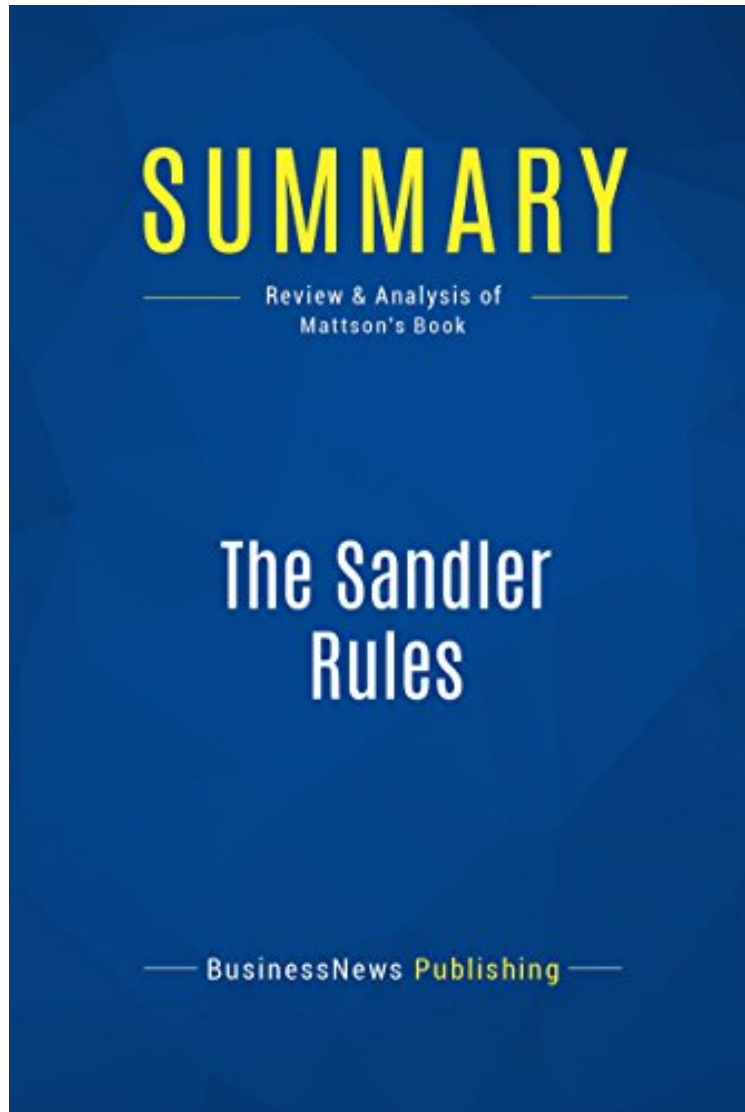


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BusinessNews Publishing : Summary: The Sandler Rules: Review and Analysis of Mattson's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: The Sandler Rules: Review and Analysis of Mattson's Book:

The must-read summary of David Mattson's book: "The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them"; This complete summary of the ideas from "The Sandler Rules" explains the rules of

efficient selling originally introduced by David H. Sandler and exposes how you can use them to improve your sales skills. In this useful summary, you will find, amongst other things, an explanation of the three ego states present in each person and an outline of the 49 rules that will help you to manage these ego states in your potential client: you will be able to sell more, better, and more quickly.

Added-value of this summary:

- Save time
- Understand the key concepts
- Expand your sales skills

To learn more, read "The Sandler Rules" and discover the secrets used by the world's most successful sales people!