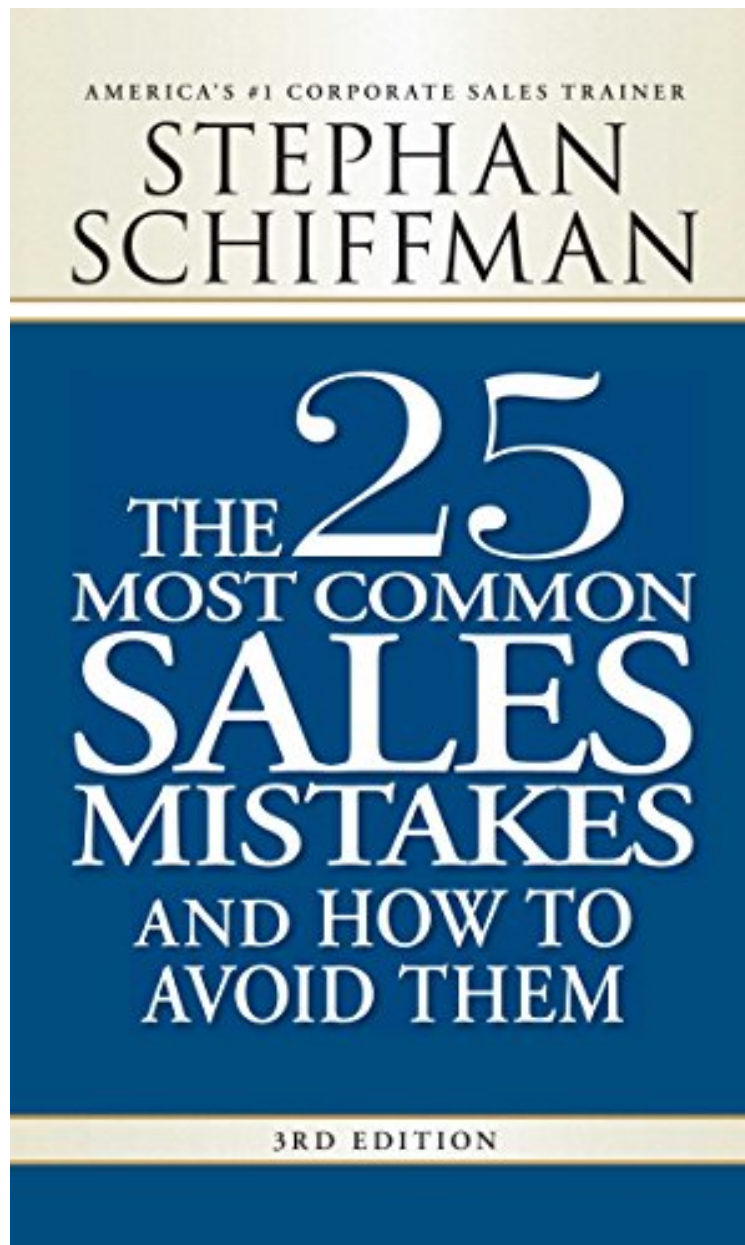


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The 25 Most Common Sales Mistakes and How to Avoid Them: . . . And How to Avoid Them

Stephan Schiffman

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"25 Sales Mistakes is essential for any professional or organization committed to sales excellence."--Michael A. Berman, Chief Operating Officer, Outside VenturesIn the newest edition of this valuable manual, Stephan Schiffman offers updated advice to salespeople about getting prospects and making the sale. It's not just what you do--it's what you don't do:Don't sell against a competitorDon't be satisfiedDon't stop getting ideasDon't use boilerplate proposalsDon't overuse e-mail The book also includes a new introduction and updated text. Schiffman offers salespeople the kind of advice--from listening to the client to following up on the sale--that has made him the best corporate sales trainer today. With Schiffman's book in their pocket, salepeople can avoid common blunders and make the sale.