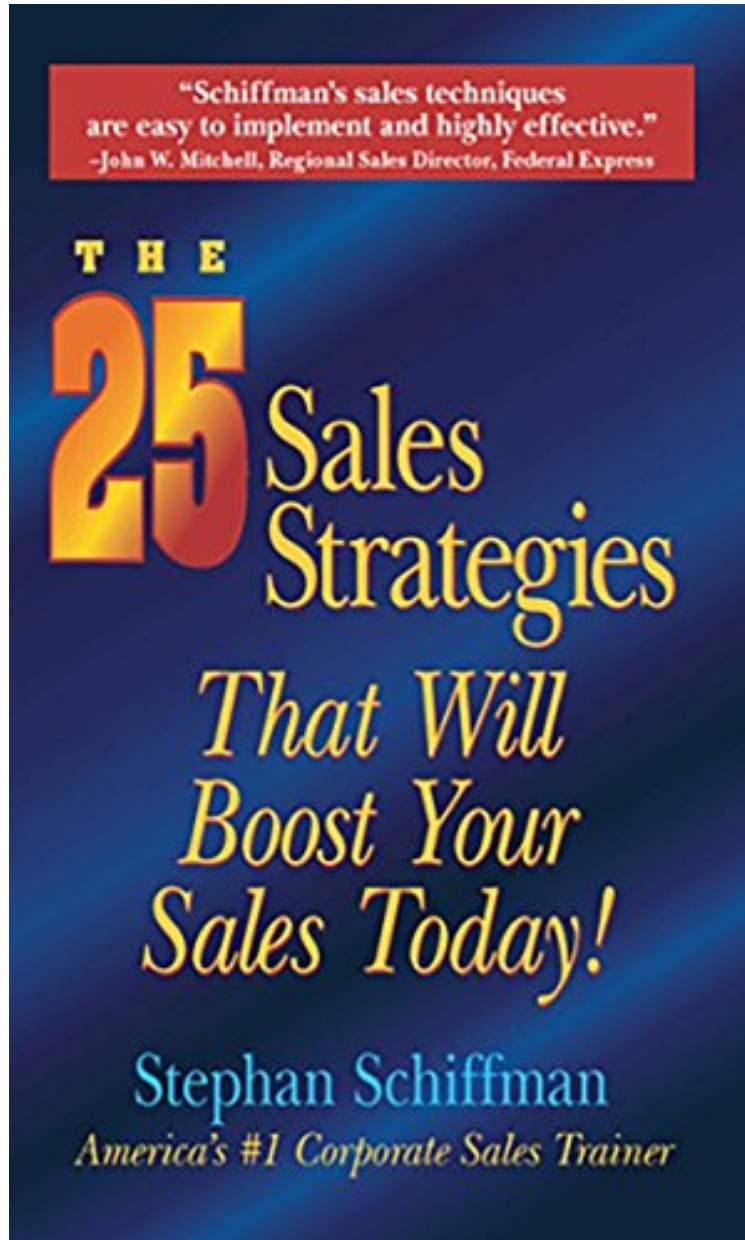


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Stephan Schiffman, America's #1 corporate sales trainer, delivers more of the simple, direct, easy-to-apply sales advice that has helped thousands of businesses around the world. He reveals 25 new sales-building strategies that he's developed and tested during his years of training top-notch salespeople. Put these effective, yet simple, strategies to work for you!

Schiffman is a great source of practical, real-life, results-oriented insights. --Patricia C. Simpson, VP, Chemical Bank About the Author Stephan Schiffman has trained over 250,000 salespeople and is president of DEI Management Group. From AudioFile Expert selling involves more than working hard to understand customer needs; it also requires a sophisticated combination of having empathy for the customer's business challenges and staying alert for opportunities to move relationships forward in the sales process. Schiffman's convincing lesson is easy to absorb and remember. Each section is fine-tuned to explain a specific idea. Much of the message involves the mechanics of being considerate, efficient, energetic, and available. Michael Ferreri has a relaxed confidence that make listeners believe in the author's advice. Ferreri's delivery and the author's concise writing are respectful of listeners' time and deserving of their attention. This production is an essential tool for sharpening one's sales approach and becoming more focused on results. T.W. copy; AudioFile 2007, Portland, Maine -- Copyright copy; AudioFile, Portland, Maine