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Stephan Schiffman

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STEPHAN SCHIFFMAN
America's #1 Corporate Sales Trainer

THE 250 POWER WORDS THAT \$ELL

The Words You Need to **GET THE SALE,**
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Game-changing terms every salesperson should know Wouldn't you like your prospects to know that you can help them develop new solutions, create substantial efficiencies, and improve profit margins? In order for them to even give you the time of day, though, you'll need to be prepared with the words and phrases that will get you in the door. Stephan Schiffman, America's number-one corporate sales trainer, has gathered a powerful list of words and phrases that every successful salesperson needs in order to gain the competitive edge, leave a lasting and positive impression, and ultimately make a sale. Pulled from his sessions and key discussion points, these important terms will help you: Turn leads into prospects. Learn more about your clients' needs. Convey the ability to meet your clients' demands. Overcome objections during negotiations. With *The 250 Power Words That Sell*, you will watch your performance soar as you beat out the competition and surpass quota every quarter!

About the Author Stephan Schiffman has trained more than half a million salespeople at firms such as ATT, Information Systems, Chemical Bank, Manufacturer's Hanover Trust, Motorola, and U.S. Health Care. He is the author of such bestselling books as *Cold Calling Techniques (That Really Work!)* and *Closing Techniques (That Really Work!)*. You can visit his website at www.steveschiffman.com.