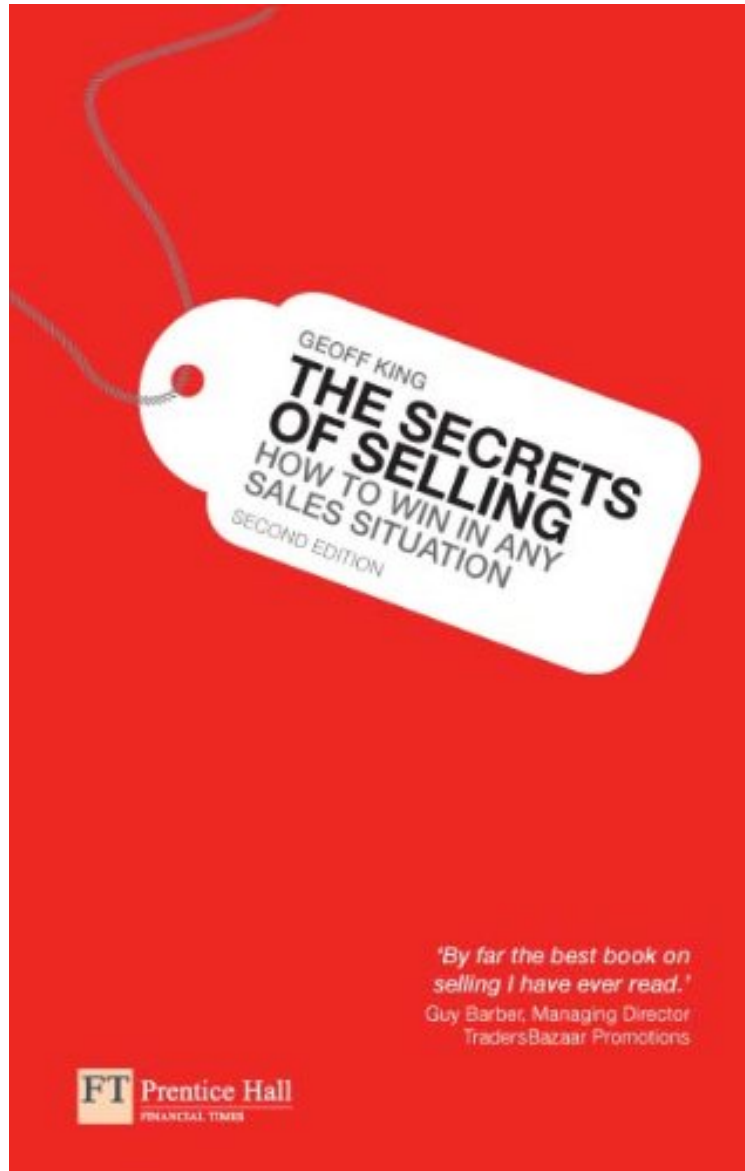


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The Secrets of Selling: How to win in any sales situation

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From the Back Cover By far the best book on selling I have ever read. I bought a copy for every member of my sales team. Guy Barber, Managing Director, TradersBazaar Promotions ; entertaining, informative and human. The charm is there from beginning to end. Wayne Preece, Services Sales Executive, Microsoft (UK) Ltd ; Geoff King understands his subject with a rare clarity and communicates it with a rare charm. This is surely the best book ever written on selling and I believe it will become a classic. Mike Richardson, Sales Manager, Top Line Parts Ltd ; The tips, tricks and techniques described in this book amount to uncommon wisdom. It is without doubt the Rolls Royce of sales books. Chris Dadd, Senior Manager, Win Telecommunications Services plc ; Does your job involve selling? Would you like to increase your numbers so that you regularly meet, and beat, your sales targets? Of course you would. And this is the book that will help you make that happen. The Secrets of Selling gives you all the practical skills you need to excel in selling, from finding leads and setting up meetings with prospective buyers, right through to closing the deal. It brings together a whole host of tips, tricks and techniques to make sure you win in every sales situation. Want to beat your sales target? The Secrets of Selling reveals how. About the Author Geoff King started at the bottom of the sales ladder, selling pest control products on the streets of south London. After this inauspicious start, he climbed steadily through the ranks of professional service organisations until he reached the top of the ladder. By the end of his in-house career, he was routinely selling multi-million pound deals in outsourcing services for multinationals. He now lives in Buckinghamshire with his wife and children and works as a freelance consultant on sales methods and strategies.