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Sweet Sales: Successful Sales with Synergy

David Sweet

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Sweet Sales: Successful Sales with Synergy David Sweet
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In his new book, Sweet Sales, Dr. Sweet presents powerful selling techniques, rarely seen or spoken of in sales training. Dr. Sweet uses an organic approach forged out of necessity during the most recent economic recession. Throughout the toughest selling climate in many years, Dr. Sweet studied the processes of companies that survived the collapse and even flourished. His research unlocked the concepts for his book.

Unlike other training books, this one will show you how to improve, then how to practice. Only through practice will you master any technique or strategy. Following the author s guiding principles will make a rookie into a professional and a professional world-class.

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