



## How Selling Is Like Dating

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By Karen Lawrence

Success in Leaders, LLC, United States, 2013. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Don't let the title and humorous innuendo in the book fool you! Filled with funny analogies between the world of selling and real-life dating - this book has useful strategies, step-by-step guides, and lots of tips to improve your sales game. There are also suggestions of actual sentences to use in your customer interactions. It is an easy and enjoyable read packed with information that every salesperson, whether novice or expert, can benefit from. Some of the areas covered are sales meetings, networking, strategic partnerships, brick and mortar retail sales, client management, follow-up, public speaking, cold/warm calls, and so much more! It is a must-have addition to the library of anyone in sales or management.



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