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## Heavy Hitter Sales Wisdom: Proven Sales Warfare Strategies, Secrets of Persuasion, and Common-Sense Tips for Success (Hardback)

By Steve W. Martin

John Wiley and Sons Ltd, United Kingdom, 2006. Hardback. Book Condition: New. 231 x 152 mm. Language: English . Brand New Book. Praise for Heavy Hitter Sales Wisdom Steve Martin takes a much-needed look at how successful executives read verbal and nonverbal messages, which allows them to quickly understand the subtext of their customersa minds. The best part is that the author shares effective strategies that put more fun into selling and more money into salespeoplea s pockets. --Gerhard Gschwandtner Founder and Publisher, Selling Power magazine Steve Martina s interesting examination of great leaders in history and the parallels he draws between waging a war and waging a sales campaign should be required reading for enterprise salespeople. --Jay Fulcher, Chief Executive Officer, Agile Software This powerful book provides real-world strategies you can use to increase sales immediately! --Brian Tracy, President, Brian Tracy International, author, Getting Rich Your Own Way Heavy Hitter Sales Wisdom goes beyond the traditional description of sales cycles to the heart of selling. Ita s about the emotional connection with the customer, but also the attack and destruction of the competition. --Olivier Helleboid, Vice President, Software Operations, Hewlett--Packard Heavy Hitter Sales Wisdom provides field sales generals and...



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