

The Secrets of Closing the Sale

By Zig Ziglar

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MAKE 'EM SAY YES

All of us are involved in selling every day. Whenever we present a product or a principle, inform a client, or instruct a child, we are engaging in the art of effective persuasion. Allow America's master of the art of selling explain proven, practical sales techniques all of us can use every day. He provides vital strategies for specific closes, hundred of sales questions, and dozens of persuasion procedures to help everyone sell their ideas, or themselves. No matter what your age, gender, occupation, or lifestyle, these proven techniques from America's selling sensation can work for you.

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The Secrets of Closing the Sale By Zig Ziglar Bibliography

- Sales Rank: #322203 in Books
- Published on: 2004-02-01
- Released on: 2004-02-01
- Formats: Abridged, Audiobook, CD
- Original language: English
- Number of items: 4
- Dimensions: 5.84" h x 1.02" w x 5.00" l, .45 pounds
- Running time: 14400 seconds
- Binding: Audio CD
- 16 pages

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Review
"He will undoubtedly go down in history as the humber one salesman of our time!'
—Mary Kay Ash, Founder and President, Mary Kay Cosmetics

"I recommend this book to anyone who needs to learn the sill of persuasion—and don't we all!'
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"Will upgrade the performance of salespeople and non-salespeople all over the world!'
—Og Mandino, bestelling author of **The Greatest Salesman in the World**

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—D. John Hammond, **American Motivational Association**

About the Author
Zig Ziglar has motivated the sales forces of multi-national corporations, as well as the thousands of individuals who have attended his seminars and read his books. He is the president of the Zig Ziglar Corporation and the author of the bestsellers *Secrets of Closing the Sale, Success and the Self-Image, 5 Steps to Successful Selling, How to be a Winner,* and *How to Get What You Want.*

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