

Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets

By Brian Tracy

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Brian Tracy shares the most important principal for sales success he has discovered in 30 years of training more than 500,000 sales professionals in 23 countries. Based on his detailed discussions with top salespeople and keen observations of their methods, these guidelines address both the inner and outer games of selling. Each chapter is dedicated to one principle, and all are time- and field-tested to boost sales and success. Among them are Act as If It Were Impossible to Fail; Dedicate Yourself to Continuous Learning; Position Yourself as a Financial Improvement Specialist; Make Every Minute Count; Apply the 80/20 Rule to Everything; and Know How to Close the Sale.

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Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets By Brian Tracy Bibliography

- Sales Rank: #671140 in Books
- Brand: Brand: Berrett-Koehler Publishers
- Published on: 2002-03-12
- Original language: English
- Number of items: 1
- Dimensions: 8.82" h x .68" w x 5.84" l,
- Binding: Hardcover
- 166 pages

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Editorial Review

About the Author
Brian Tracy is one of the top management consultants, trainers and speakers in the world. He addresses many thousands of managers in corporations large and small, all over the world, each year, on the subjects of strategy, management, personnel selection, hiring, firing and motivating people. He has written 16 books and produced more than 300 audio and video programs.

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