

# The Art Of Influencing And Selling - Ardi Kolah

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This book will help you to use tried and tested no-fuss sales techniques to approach prospective customers and clients without them wanting to run a mile! We'll give you the confidence to write and deliver effective sales material and presentations as well as positively negotiate and close the sale. You'll learn how to make intelligent use of databases and other sales tools rather than becoming a slave to them, and how to create a realistic sales pipeline. You'll develop skills that will get the most out of the investment in sales and marketing activities. Jargon free, accessible, no detailed knowledge required, signposts the reader to all the important bits. The GURU is out of the BOTTLE! Author: Kolah, Ardi  
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