

# Sales Encyclopedia - John Chapin

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• How the parking space you choose can make or break the entire sales call   
• What single bit of information you can give out effortlessly to a prospect that puts you miles ahead of the competition   
• Subtleties of eye contact that can make or break trust instantly   
The six authors are some of the most highly skilled and experienced salespeople around. They have a combined total of over 141 years of real world selling experience in many industries, in both face-to-face and telemarketing sales. They have been top salespeople in each industry in which they have sold. This book contains the key information that can make you a top salesperson, and if you're already there, this book can make you even better.   
Author: Chapin, John   
Publisher: eBookIt.com   
Illustration: N   
Language: ENG   
Title: Sales Encyclopedia   
Pages: 00000 (Encrypted PDF)   
On Sale: 2010-11-01   
SKU-13/ISBN: 9781456600068   
Category: Business & Economics : Sales & Selling - General   
Category: Reference : Encyclopedias

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