



Soft Sell, 4E: The New Art of Selling (Soft Sell: Use the New Art of Selling to Create Opportunities & Close More Sales)

Tim Connor

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Everyone sells every day--themselves, their ideas, their products or services. Soft Sell provides a new approach to selling...one that stresses motivation, communication, relationship-building and self-image psychology to power-boost you to personal sales success!

Soft Sell gives you:

- An in-depth, self-analysis questionnaire to get you started
- Exercises to expand your possibilities and help rid yourself of imaginary ceilings and self-imposed limitations
- The 20 qualities found in the most successful salespeople--with a scale for you to evaluate and grade yourself
- Simple ways to get out of a sales slump
- 17 principles for personal achievement

And Soft Sell explains:

- Sales objections--what they actually mean and how to overcome them
- Attitude--how to really increase your success
- Prospecting--how to discover the prospect's dominant buying motive
- The sales interview--get your prospect to tell you how to sell to him or her
- Service--building customer support and loyalty to increase repeat business

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