



## Sales, Lies and Naked Truths (Paperback)

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By MS Corinne Edwards, Corinne Edwards

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. This ain't your Daddy's sales manual. It bears little resemblance to Napoleon Hill's Think and Grow Rich - or at the other extreme, Donald Trump's book, Think Big and Kick Ass. This is geared toward you - the salesperson in the action - whether you are brand new, a multi-millionaire or a candidate for the lead in the Death of a Salesman. The sales game has changed. The tactics used in the past of hammering the deal home do not apply any more. No more "kick ass." Those sales techniques are LIES. Talk to your friends. Whether they are at a car dealership or shopping for a computer or a new shirt, they hate high pressure, arm-wrestling selling. Today's buyer will walk in a minute. We are in the age of the educated consumer. They have already done the research. They are on line constantly. They know pretty much in advance what they are looking for and what they will have to pay for it. You are competing and your customer has an allocated budget. Consumers buy from people they like and enjoy and it...



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