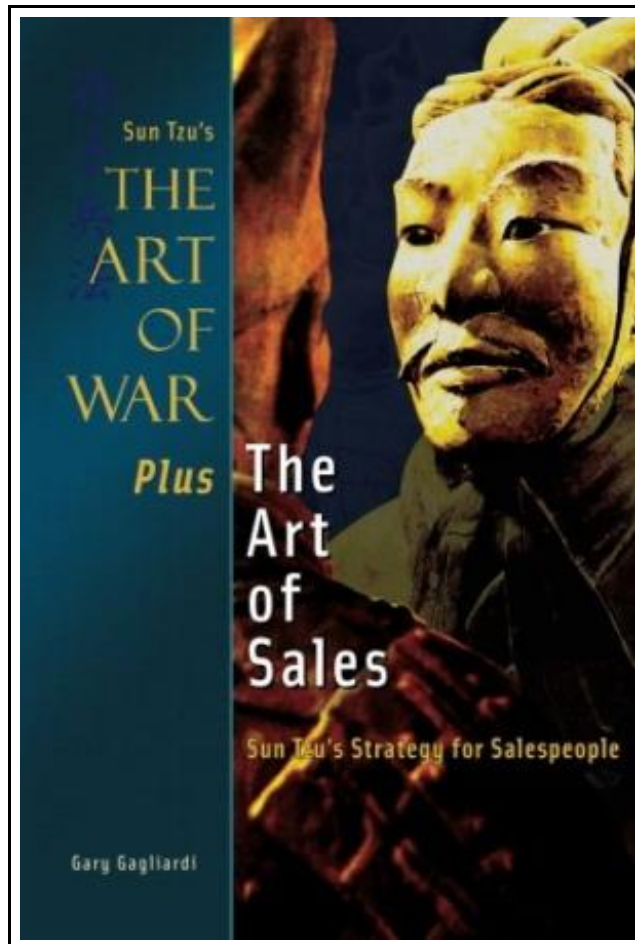


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THE ART OF WAR PLUS THE ART OF SALES SUN TZUS STRATEGY FOR SALESPeOPLE



Clearbridge Publishing. Paperback. Condition: New. 222 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Two books in one! The complete text of the only award-winning English translation of Sun Tzu's The Art of War PLUS a special adaptation for competitive sales success. This was Gary Gagliardis, one of America's most award-winning authors on strategy, first adaptation of Sun Tzu, written for the salespeople of his own software company that became one of the Inc. 500 fastest growing companies in America. The sales methods presented in this book follow Sun Tzu's principles line by line, with the complete text of The Art of War. The Art of War is on the left-hand pages, and the sales adaptation, Sales Warrior, on the facing right-hand pages. Readers get both the proven philosophy that has survived 2,500 years and a practical sales adaptation of those ideas. Below we offer a brief description of each of the sales chapters. 1. Sales Analysis covers Sun Tzu's basic sales concepts and the five factors that determine success in sales. 2. Choosing to Sell analyzes the investment you must make selling and the way you generate income quickly and easily. 3. Planning Your Territory discusses the importance of focus, using your time well, and the five ingredients you need to win customers. 4. Sales Position talks about how to use the six steps in the sales process to avoid losing customers while you patiently discover how to win them. 5. Persuasion explores the way you combine standard and creative techniques to sway customers, and the timing necessary to close them. 6. Disadvantages and Advantages shows you how to build a dominant position with the customer and how you manage different types of customers. 7. Sales Contact explains how to control the sales situation and how your efforts alone determine...



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