



Fundamentals of Selling: The Sales Track

By Jim Norred

Outskirts Press. Paperback. Book Condition: New. Paperback. 222 pages. Dimensions: 10.1in. x 5.9in. x 0.6in. In *Fundamentals of Selling - The Sales Track*, author and professional sales trainer, Jim Norred, presents a detailed nuts and bolts overview of professional selling skills. Basic selling skills and techniques haven't really changed that much over the years. They transcend our technology-driven lifestyles. In its most elementary sense, selling is still simply knowing what to say, how to say it, and when to say it. *Fundamentals of Selling* was designed to appeal to a broad spectrum of sales skill levels and selling environments. The skills taught in this book encompass outside sales, telephone sales, and retail sales. Everyone from sales aspirants to new or veteran sales people will benefit from this comprehensive sales primer. For sales managers and trainers responsible for developing and administering their company's sales training program, this manual provides a blueprint for designing an excellent sales training course. - Teaches you the Sales Track concept of how an ideal sales presentation should be conducted. The author's easy-to-follow narrative style is accented with numerous anecdotes and situational examples that help illustrate key points. - Examines the psychological dynamics of the...



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-- Dr. Celestino Spinka III