



The Elements of Selling: A Book for Individuals, Businesses, and Organizations Selling Their Ideas, Information, Skills, Services, or Products

By Alan J Zell

On the Write Path Publishing, United States, 2012. Paperback. Book Condition: New. 277 x 213 mm. Language: English . Brand New Book ***** Print on Demand *****. The Elements of Selling is a unique book emphasizing non-traditional techniques of selling. It contains 19 useful elements and exercises to ensure effective takeaways. Get it. Read it. Apply it! Professor M.S. Rao, Leadership Guru Founder of MSR Leadership Consultants India Readers will enjoy Alan Zell s thinking outside the box as he adapts the principles of selling to everyday life. Michael Feely President, LuxMar Consultants Alan Zell is far more than a master salesman. He is an expert merchant and a master of the full range of marketing techniques. Austin K. Pryor Independent consultant and 15 year member of SCORE The Elements of Selling is an untraditional approach to selling meant for those who are not in sales, but have to make decisions about selling for themselves or others. The book treats all forms of communication - visual, audible, or written - as forms of selling. It is a simple and thorough reference for teaching businesses and organizations, as well as individuals, how to have their ideas, information, skills, services, or products...



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