



Strategies for Sales Success: The Essential Guide for Sales People

By Bob Feldmann

Brolga Publishing Pty Ltd. Paperback. Book Condition: new. BRAND NEW, Strategies for Sales Success: The Essential Guide for Sales People, Bob Feldmann, This book is based on the author's extensive research and hands-on experience, gained from being a sales consultant, a CEO and Group General Manager of different public companies. Strategies for Sales Success provides secrets to selling that can be applied to any individual. Bob Feldmann advocates honesty, integrity, belief, the importance of persistence and patience, how to stay cool, calm and genuine in good times and bad, and overall to be yourself. The book provides practical strategies that will lead to sales success. This is a book for anyone involved with selling, from the retail floor to the boardroom. It is an enjoyable guide to the many aspects of selling.



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