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Sell Is Not a Four Letter Word: Earning an Above-Average Living While Maintaining Your Integrity

By Doug Robinson

Walnut Mountain Press. Paperback. Book Condition: New. Paperback. 292 pages. Dimensions: 8.9in. x 5.9in. x 0.9in.ell is NOT a Four Letter Word was written with todays busy salespeople in mind. Doug has divided each of his eight chapters into short segments containing helpful sales training nuggets that can be read in five minutes or less. This makes it easy to pick up and put down the book during the demands of a hectic selling day, without losing the continuity of what the read is saying. This book was not written to be an all-encompassing treatise of sales techniques and philosophies, as there are many of those already in circulation. This is a compilation of stories and selling ideas from Dougs 40 years in various positions in the sales world. It has been seasoned with homespun humor to make it tasty enough for the reader to want to savor the many success nuggets contained inside. Whether you sell business-to-business, person-to-person, from a call center cubicle, or as a service employee adding new customers or up selling existing ones; your performance will improve after reading this book and applying its principles and coaching suggestions to your career. This item ships from multiple...



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