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*Selling With Ease The  
4 Step Sales Cycle  
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*Transaction*  
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*Sell on Amazon and Make Them Do  
the Heavy Lifting Selling on Amazon  
has become one of the most popular  
ways to earn income online. In fact,  
there are over 2 million people selling*

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*on Amazon worldwide. Amazon allows  
any business, no matter how small, to  
get their products in front of millions  
of customers and take advantage of  
the largest fulfillment network in the  
world. It also allows businesses to  
leverage their first-class customer*

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*service and storage capabilities.*

*Selling on Amazon For Dummies*  
walks owners through the process of  
building a business on Amazon—a  
business that can be built almost  
anywhere in the world, as long as you  
have access to a computer and the

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*internet. The basics of selling on  
Amazon Using FBA Getting started  
Deciding what to sell Conducting  
product research Finding your way  
around Seller Central Product  
sourcing, shipping and returns,  
Amazon subscription, fees, sales tax,*

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*and more How to earn ROIs (Returns on Your Investments) Selling on Amazon For Dummies provides the strategies, tools, and education you need, including turnkey solutions focused on sales, marketing, branding, and marketplace development to*

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*analyze and maximize opportunities.*

*Business Transaction*  
*Argues that knowing and  
understanding customers' needs will  
improve sales and will build a trusting  
relationship between buyer and seller.  
The Only Grammar Book You'll Ever  
Need is the ideal resource for everyone*

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*who wants to produce writing that is clear, concise, and grammatically excellent. Whether you're creating perfect professional documents, spectacular school papers, or effective personal letters, you'll find this handbook indispensable. From word*



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*choice to punctuation to organization,  
English teacher Susan Thurman*

*guides you through getting your  
thoughts on paper with polish. Using  
dozens of examples, The Only  
Grammar Book You'll Ever Need  
provides guidelines for: Understanding*

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*the parts of speech and elements of a  
sentence Avoiding the most common  
grammar and punctuation mistakes  
Using correct punctuating in every  
sentence Writing clearly and directly  
Approaching writing projects, whether  
big or small Easy to follow and*

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*Book You'll Ever Need provides all the  
necessary tools to make you successful  
with every type of written expression.*

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*Advertising & Selling*

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*Selling with Ease*

*Ease Emotional Pain. End Aloneness.  
Find Self-LoveSM Filled with warmth,*

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*empathy, and hope, Becoming Whole systematically teaches you how to ease emotional pain in your life and in the lives of those you care about. Powerfully illustrated by “sessions”—stories of patients in treatment—and for the first time unveiling what goes on inside the*

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*heart and mind of a psychotherapist  
as they heal a patient's tangled  
heart, Becoming Whole is devoted to  
helping · Someone suffering from  
emotional distress that just won't go  
away · Patients in treatment who  
have not fully recovered · Anyone  
wanting to improve their love*

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*relations insightful, powerful, and revealing, Becoming Whole is not only a healing companion, but a valuable life companion as well.*

*Proceeds from your purchase of this book will be used to directly help victims of child abuse.*

*It's normal to feel overwhelmed by*

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*the hard things in life, but lately doesn't it seem like we're feeling this way a lot more often than we used to? The problem isn't a lack of motivation or effort, but that motivation and effort are limited resources. The more we deplete them, the more burnt out we get,*



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Found In Every Successful Business Transaction making it even harder to produce the results we want. In 'Effortless', Greg McKeown show us how to make essential tasks easier so that we can accomplish more of what matters, without burning out. From the author of 'Essentialism'.

Look out for Daniel Pink's new book,

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*When: The Scientific Secrets of Perfect Timing #1 New York Times Business Bestseller #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of Drive and A Whole New Mind, and teacher of the popular MasterClass on Sales and*

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*Persuasion, comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone*

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*else to make a purchase. But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales. But so do the other eight. Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers*

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*cajoling children to study, we spend our days trying to move others. Like it or not, we're all in sales now. To Sell Is Human offers a fresh look at the art and science of selling. As he did in Drive and A Whole New Mind, Daniel H. Pink draws on a rich trove of social science for his*

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*counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along*

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*the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change*

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*Found In Every Successful  
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*how you see the world and transform  
what you do at work, at school, and  
at home.*

*How to Change Things When Change  
Is Hard*

*We Are What We Sell: How  
Advertising Shapes American Life. . .  
And Always Has [3 volumes]*



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*How I Raised Myself From Failure to  
Success in Selling*

*The Only Grammar Book You'll Ever  
Need*

*Control the Process--win the Sale  
Proactive Selling*

**For the last 150 years, advertising  
has created a consumer culture in**

*Page 25/130*

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**the United States, shaping every  
facet of American life—from what we  
eat and drink to the clothes we wear  
and the cars we drive. • Includes  
original essays by noted cultural and  
advertising historians,  
commentators, and journalists •**

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**Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern**

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**America • Presents an extensive  
analysis of the role of new media and  
the Internet • Documents why  
advertising is necessary, not only for  
companies, but in determining what  
being "an American" constitutes  
Combines new technology with**

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**information and facts from seven  
previous books to provide tips and  
tactics on how to improve sales  
results and expand a business.**

**Bypassing 'No' in Business will allow  
you to reduce or eliminate resistance  
to anything! Cutting edge research in**

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**the areas of body language and verbal persuasion, that will allow you to increase your sales, and make selling fun again.**

**The Public Statutes of the Commonwealth of Massachusetts, Enacted November 19, 1881; to Take**

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Effect February 1, 1882

**Selling on Amazon For Dummies**

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**Publishing Books, E-Books, Articles,**

**Special Reports, Audio Programs,**

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**DVDs, and Other How-To Content  
How Advertising Shapes American  
Life. . . and Always Has**

Your hands-on guide to the  
most up-to-date selling  
strategies and techniques Are  
you looking to enter the world



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of sales, or are you already a salesperson who's looking for new tips and tactics to expand your business? No matter your level of skill, this guide will help you lay a foundation for sales success, with the

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latest information on how to research your prospects, break down the steps of the sales process, follow up with happy customers, and much more. The wonderful world of selling — discover what selling

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is (and isn't) and find out how  
mastering selling skills can  
benefit all areas of your life  
Stand out from the crowd —  
find out how knowing your  
clients sets you apart from  
average persuaders and helps

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you hear more yeses Scale the steps to success — discover the seven steps of the selling cycle to score appointments, make a good impression, give winning presentations, address client concerns, close

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sales, and more. If you build it, they will come — take your career to the next level with valuable tips on how to stay in touch with clients, harness the power of the Internet to make more sales, manage your time

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wisely, and partner with others  
Open the book and find: Tips  
for approaching selling with  
passion and a positive attitude  
The latest prospecting and  
qualification strategies Top  
techniques for sales

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Guidance on getting referrals

The scoop on using the latest  
technology to your advantage

Information on establishing

goals and planning your time

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efficiently Advice on staying  
upbeat when you don't  
succeed Learn to: Be truly well-  
prepared for every selling  
situation you encounter or  
create Close sales in seven  
steps or less Take advantage



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of the latest technology during  
the selling process Set and  
achieve sales goals to grow  
your business

"This Book Will Help You  
Close More Deals, Advance  
Your Career and Build Your

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Income." JEB BLOUNT -  
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Bestselling Author of Fanatical  
Prospecting and People Buy  
You There are 4 distinct steps  
to every business transaction  
employed by all successful  
salespeople - and it's the

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understanding and execution of those 4 steps that separates the elite from the rest of the pack. Why do we all find it so difficult to recall more than one or two occasions when we felt that we were treated

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exceptionally by the salesperson who dealt with us? Is it that the majority of those salespeople knew the four steps but chose not to make use of them? Or maybe common (sales) sense isn't

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quite as common as many people like to pretend it is. If that's the case, then it's probably time for this information to be broken down, simplified and re-explained - so that it can be

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implemented effectively by all those who find themselves at the frontline. If you want genuine sales and business success that (as an added bonus) leads to satisfied customers who would happily

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recommend you and then  
come back for more - then you  
really need to read this book  
This book balances the  
behavioral and database  
aspects of customer  
relationship management,

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providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an



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enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the

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latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on

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big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of

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the relationship between CRM  
and the marketing function, as  
well as its implications for the  
organization as a whole  
Cutting edge examples and  
images to keep readers  
engaged and interested A

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complete typology of  
Business Transaction  
marketing strategies to be  
used in the CRM strategy  
cycle: acquisition, retention,  
and win-back of customers  
With chapter summaries, key  
terms, questions, exercises,

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and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test

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bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

Jeff Bezos and the Age of Amazon

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The Real Secret to what  
Matters Most in Business  
Selling Your Ideas with Ease  
Bypassing No in Business  
Customer Relationship  
Management  
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**"I'm Selling Hard But Folks  
Ain't Buying Easy" The  
Winning Sales Process by  
Ashley D Herndon Sales  
Opportunities and Sales Skills  
should match. Otherwise we  
sales people just make a  
bunch of excuses why the**

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**sale did not close. Usually  
blaming it on 'outside  
influences' or 3rd parties  
without looking at what we  
did or did not do to contribute  
to the 'no sale'. Sales Honesty  
should be by default. "I'm  
Selling Hard But Folks Ain't**

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**Buying Easy" is for those  
honest sales people who want  
to improve by using the  
Proven Process referenced in  
this book. I call it simply  
"Sales Procedure'...The  
Principles of Success." 'Sales  
Procedure' in its more formal**

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**format is a 4 day sales  
training course used by  
thousands over the years. It  
has been presented to large  
and small groups,  
corporations, manufacturers,  
banks, CUNA, credit unions,  
auto dealerships and even in**

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**the educational (school) environment. For the purpose of this book I have used the primary process. 'Sales Procedure' works...it guides the new or experienced sales person in developing good habits. "I'm Selling Hard..." is**

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**based on the concept of "Sell  
Don't Tell," as well as other  
vital points every sales  
person needs to develop. It  
focuses on using the  
strongest word in the sales  
person's vocabulary/ arsenal  
-- the word "WHY"... and the**

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**phrase "Why do you say  
that?" Over the decades we  
have presented this material,  
good habits increased, as well  
as closing percentages and  
income. I don't know about  
you, but more money helps  
my family and my self**

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**esteem. Even though selling  
is our Avocation, it is  
absolutely our Vocation.**

**Besides, it is easy, and I don't  
know about you, but easy  
feels good to me. I much  
prefer easy over hard labor.**

**"I'm Selling Hard..." is for the**



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**sales person who wants to do better. I warn you though, if you follow the 'Procedure', you will move beyond the average and earn more dollars. Those dollars will come honestly and with more ease for both the prospect**

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**and the sales person. Doesn't  
that make sense? So if you  
want to do better and win  
more. This book is for you.  
Over the decades I have been  
blessed by getting to know  
and meet many uber sales  
people and trainers. J.**

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**Douglas Edwards, my  
personal hero Mr. Zig Ziglar,  
Dave Yoho and others. "I'm  
Selling Hard..." is a very  
personal project developed  
through years of personal ups  
and some not so ups. One  
thing for certain**

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**though...Sales Procedure works in both the retail and the B2B arenas. Think about it...a 25% increase in commissionable profit. That is worth the effort, especially since it makes the sales job EASY. Maybe I should change**

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**the title to "How to Make  
More Money Easily". It just  
takes following the steps,  
every sale every day. Learn  
how to 'Stay Up and Stay On  
Top".**

**True or false? In selling high-  
value products or services:**

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**'closing' increases your  
chance of success; it is  
essential to describe the  
benefits of your product or  
service to the customer;  
objection handling is an  
important skill; open  
questions are more effective**

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**than closed questions. All  
false, says this provocative  
book. Neil Rackham and his  
team studied more than  
35,000 sales calls made by  
10,000 sales people in 23  
countries over 12 years. Their  
findings revealed that many**

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**of the methods developed for  
selling low-value goods just  
don't work for major sales.  
Rackham went on to  
introduce his SPIN-Selling  
method. SPIN describes the  
whole selling process:  
Situation questions Problem**



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**questions Implication  
questions Need-payoff  
questions SPIN-Selling  
provides you with a set of  
simple and practical  
techniques which have been  
tried in many of today's  
leading companies with**

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**dramatic improvements to  
their sales performance.**

**The authoritative account of  
the rise of Amazon and its  
intensely driven founder, Jeff  
Bezos, praised by the Seattle  
Times as "the definitive  
account of how a tech icon**

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**came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering**

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**limitless selection and  
seductive convenience at  
disruptively low prices. To do  
so, he developed a corporate  
culture of relentless ambition  
and secrecy that's never been  
cracked. Until now. Brad  
Stone enjoyed unprecedented**

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**access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is**

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**a private man. But he stands  
out for his restless pursuit of  
new markets, leading Amazon  
into risky new ventures like  
the Kindle and cloud  
computing, and transforming  
retail in the same way Henry  
Ford revolutionized**

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**manufacturing. The  
Everything Store is the  
revealing, definitive  
biography of the company  
that placed one of the first  
and largest bets on the  
Internet and forever changed  
the way we shop and read.**

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**To Sell Is Human  
Negotiation Skills for Better  
Sales, Guide for Introverts  
The Foundation of  
Contemporary Marketing  
Strategy  
Farm Life;  
How to Sell the Way People**

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*finances for the next economic downturn, personal setback, pandemic, plague of locusts—or anything else life throws your way. This book contains the historical perspective and up-to-date info you'll need to anticipate, understand, and navigate a wide range of personal financial challenges. If your monthly*

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*make smarter financial decisions,  
starting today. This book will help you:*

*Gain an understanding of how  
unforeseen personal or global events  
could affect your financial life Learn  
strategies for protecting your assets when  
economic downturns and other  
emergencies occur Feel confident in your*

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*unique path to financial freedom so you  
can remain calm when life takes an  
unexpected turn Build a survival plan for  
protecting yourself with broader safety  
nets, better money decisions, and  
improved financial literacy Whether you  
want to reduce your stress surrounding  
your financial goals or take advantage of*

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*financial opportunities crises create,  
Financial Security For Dummies will  
equip you to navigate financial  
challenges and ultimately achieve peace  
of mind.*

*Packed with income-generating ideas  
about creating a variety of saleable  
written works, this guide includes*

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*information for researching and writing effective, instructional materials and calling upon a variety of publishing channels, including magazines, traditional book publishers, self-publishing, and the Internet. The mechanics behind becoming a successful writer and information packager are*

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*presented in this resource that explores how to write and sell simple information in multiple formats, allowing writers to turn specialized knowledge into money-making books and products.*

*Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary*



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*obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great*

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*beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In Switch, the Heaths show how everyday people -*

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*employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for*

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*overcoming the dread of housekeeping •*

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*other fields to shed new light on how we can effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.*

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***important to your success as  
a sales or business  
professional? Is it  
education, experience,  
product knowledge, job  
title, territory, or  
business dress? Is it your  
company's reputation,***

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*product, price, marketing  
collateral, delivery lead  
times, in stock ratios,  
service guarantees,  
management strength, or  
warehouse location? Is it  
testimonials, the latest  
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**awareness? Is it the  
investment in the latest CRM  
software, business 2.0  
tools, or social media  
strategy? You could hire a  
fancy consulting firm, make  
the list longer, add some  
bullet points, put it into a**

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***PowerPoint presentation, and go through the whole dog and pony show. But at the end of the day there will be only one conclusion... None of the above! You see, the most important competitive edge for today's business***

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found on this list, your  
resume, or in any of your  
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brochures. If you want to  
know the real secret to what  
matters most in business,  
just look in the mirror.**

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to close more deals, retain  
clients, increase your  
income, and advance your  
career to rise the top of  
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you, trust you, and BUY YOU.  
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business strive to find the best ways to attract more customers and have better sales. Business owners have their own strategy on how they can promote their products and generate profits. There are some who are successful in their chosen strategy while others fail to receive the results that they want. In this world of

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business, people with consultative selling, failed strategies, fragile rapport and imperfect probing can suffer from failed sale. This is because people are experiencing difficulties to properly manage and handle things due to lack of knowledge and guide. But, they need not to worry anymore since there is already

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an effective answer on how they are going to help their customer create a valuable decision in choosing their business. The first book included in the bundle is "Asking the Right Questions - Secrets of Power Negotiation and Sales Techniques for Sales People". With this book, entrepreneurs and businesses will



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learn how to observe every customer's needs and convert them into an effective tool to convince them but their products or avail their services. The book serves as a powerful guide for consultative selling. The book is equipped with essential topics and valuable tips that could help entrepreneurs have the winning mindset

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or fear and on how they could develop self-confidence as well as self-esteem to help them make sound judgment during decision making. The third book, "The Power Of NO - An Ultimate Guide To Mastering Your Negotiation Skills", teach readers that saying NO occasionally is necessary. This is for

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those who are not 100% confident on what they are doing. The book contains tips and strategies on how entrepreneurs could nicely negotiate with customers and how or when to reject offers of necessary. Finally, the bonus book Fine Art of Small Talk - Conversation Starters for Business Networking and Daily Life

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contains plenty of conversation starter tips and examples - all of which are meant to help you initiate small talk with anyone, anytime, anywhere. As the title entails, 10 seconds is all you'll need to get someone to pay attention to you. Keep in mind that moments of awkward silence are not worth fretting over. About the

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