



## How To Be The Complete Professional Salesperson

**Author:** Robert L. Shook  
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Written by premier American business-management writer, Robert L. Shook, the book demonstrates that salesmen are made, not born.

He puts forward a masterly solution to the vital question: What is it that the leading salesperson do, to project such a vast difference in their performance versus the struggling competition? He cleverly outlines proven sales techniques and how to develop them effectively.

You could profoundly gain new inspiring ideas from each reading:

The book is an eye-opener for anyone who seeks a long-term career in selling. The book guides you on how to:

- \*Cash in on a good opportunity
- \*Be ready to size up prospects
- \*Recognise key buying signals

There are methods to generate a lifetime of referrals and repeat business. This book will teach you how to turn showmanship into salesmanship.

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