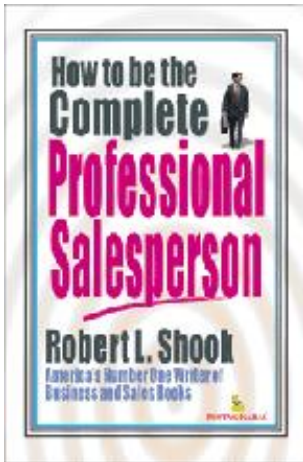




How To Be The Complete Professional Salesperson



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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.

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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

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