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Touchstone. Paperback. Book Condition: New. Paperback. 276 pages. Dimensions: $8.4 \text{in.} \times 5.5 \text{in.} \times 0.8 \text{in.} \text{WHEN YOU HEAR}$ the word salesperson, what adjectives come to mind Typical responses to that question are aggressive, overbearing, pushy. Their common denominator is always negativity, even from sales and marketing people themselves. If many professional salespeople feel negative about their colleagues, how much more likely are people outside the profession to take a negative. Salespeople are among the most highly paid professionals in American society, and...

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