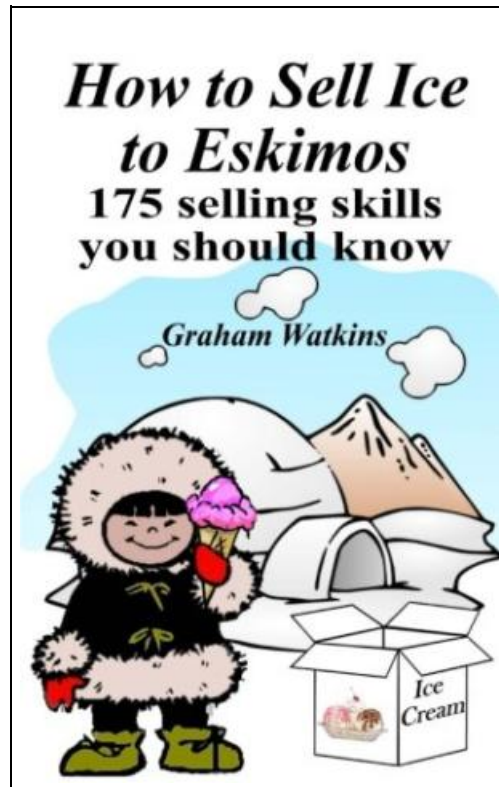


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Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In How to Sell Ice to Eskimos, Graham Watkins shares forty years of selling and marketing experience encapsulated in 175 easy to understand selling tips and sales techniques. Starting as a novice salesman he learned his trade from the bottom up, by making mistakes, but went on to build a multimillion pound business and sell it to a PLC. Here, explained in simple bullet points, are the sales techniques high flying sales people use, broken down into fifteen easy to understand chapters, from opening to closing the sale. It tells you how to read your customers body language and interpret buying signals to boost sales, how to keep control of the sale, deal with objections and take the ice out of price. This book about selling packs a heavyweight punch. If you are a salesman, thinking of going into a career in sales or in sales management you will find lots of valuable selling ideas in How to Sell Ice to Eskimos.



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