



The 25 Most Dangerous Sales Myths: (And How to Avoid Them)

By Stephan Schiffman

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, The 25 Most Dangerous Sales Myths: (And How to Avoid Them), Stephan Schiffman, In this latest addition to the highly successful 25 Sales Skills series, America's number one corporate sales trainer demystifies the 25 most popular myths that cost sales people money every day. By avoiding these myths and knowing the truth behind them, salespeople will improve their pitch and strengthen their sales calls. For too long, sales people have been lead astray by these dangerous "urban legends" of sales. This book uncovers the truth behind such misconceptions as: Sales is a numbers game; Gimmicks "warm up" cold calls; The customer is the enemy; Always try to outsmart the buyer; Everyone is a prospect; Always work on closing the deal; Never ask a question you don't know how to answer to; The author's simple, direct, easy-to-apply advice provides surefire strategies to win more sales everytime, using methods that have trained thousands of to-notch salespeople worldwide.



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