



Sales Training Tutorials Revised second edition Small business sales how-to series Volume 2

By Michael McGaulley

Champlain House Media. Paperback. Book Condition: New. Paperback. 234 pages. Dimensions: 11.0in. x 8.5in. x 0.5in. SALES TRAINING TUTORIALS Michael McGaulley **WHAT IT IS** SALES TRAINING TUTORIALS is a concise, to-the-point, information-rich sales training book particularly directed to the needs of people who are new to selling . . . people such as new small business owners, consultants, free-agents, free-lancers and self-employed who will benefit from better selling skills. This sales book is set up around 25 practical sales skills tutorials that guide the newbie through all the steps from getting started with an idea (for a product or service), through finding prospects, making sales calls, handling sales objections and questions, closing the sale, and following up. Each tutorial contains practical sales how-to tips, including checklists, and model selling scripts. With this sales book and the sales how-to tips, model sales scripts, checklists, and templates for organizing your new knowledge, you are only hours away from a clear vision of what you will sell, how to reach qualified prospects, how to create an awareness of their need for what you offer, of responding productively to questions and objections, and of closing sales. **WHO IT IS FOR** SALES TRAINING TUTORIALS is mainly intended for individuals who are...

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