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Aidin Safavi

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Selling is a wonderful profession when approached ethically, constructively and helpfully. Happily much sales development theory takes this positive direction. The origins of the word 'sell' provide a useful reminder of its purest meaning. Selling is a wide subject, covering many selling methods, sales theories, models and sales training methods.

Successful selling requires that the product or service is of suitable quality for its target market, and that the selling company takes good care of its customers. Therefore it's helpful for the sale person (or anyone else in business for that matter) to work for a professional, good quality organization. Product development, design and production, service delivery, and the integrity of the selling company's organization are also necessary for successful selling, and typically are outside the formal control of the sales person, hence why internal selling is an increasingly important aspect of the modern sales role.

Effective sales people are interpreters and translators (and increasingly educators too) who can enable the complex systems of the buying organisation and the selling organisation to work together for the benefit of both. This book contains proven steps and strategies on how to successfully sell your product.

This book contains the most effective techniques that you can use in communicating and introducing your product to your clients. Starting with tips on preparing yourself, knowing your product, and your market, up to actual techniques that you can use in sales calls—this book is your ultimate guide to becoming successful in the sales industry!

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