



The Psychology of Selling: The Art of Closing Sales (Art of Closing the Sale)

By Brian Tracy

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By Brian Tracy

The worlds foremost producer of personal development and motivational audio programs offers an expanded version of Brian Tracy's sales classic.

Find The Keys To Sales Success!

The Unsuccessful Salesperson says, "the other guy has the best territory."

The Successful Salesperson says, "every territory is the best one."

The Unsuccessful Salesperson says, ""that company will never buy."

The Successful Salesperson says, "I can *make* that company buy."

Confidence and self-esteem are just two of the factors that separate the successful salesperson from the unsuccessful one. In this comprehensive program, Brian Tracy -- an expert sales tainer -- shares more than 50 practical, day-to-day techniques for increasing your confidence in your sales abilities and boosting sales profits, including:

- The two major "motivating" factors in closing a sale
- The three "hot buttons" to push when selling to businesses
- How to avoid the five simple errors that spell the difference between success and near-success

Brian Tracy will help you master the art of closing the deal.

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Editorial Review

About the Author

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. He is the top selling author of over forty-five books that have been translated into dozens of languages. Brian is happily married and has four children. He is active in community and national affairs, and is the President of three companies headquartered in Solana Beach, California.

Users Review

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