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THE COMPLETE BOOK OF PERFECT PHRASES FOR HIGH-PERFORMING SALES PROFESSIONALS



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Complete Book of Perfect Phrases for High-Performing Sales Professionals, Robert Bacal, William T. Brooks, The Right Phrase forEvery Sales Situation A powerful command of words is the number one requirement for succeeding in the field of sales. Whether you're cold-calling a prospect, presenting to a group of decision makers, or dealing with price objection, the make-or-break point of every transaction lies in saying the right thing to the right person...

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- Authored by Robert Bacal, William T. Brooks
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