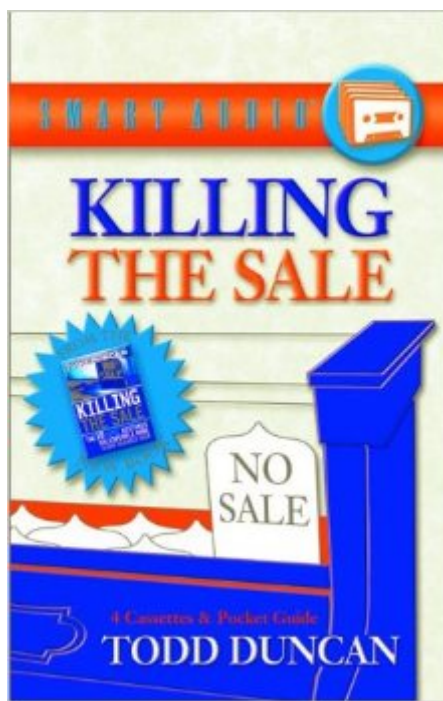


The book was found

Killing The Sale (Smart Tapes Series)



Synopsis

DISCS: 4LENGTH: 004:04:00Wall Street Journal and Business Week best-selling author, Todd Duncan reveals the 10 most deadly mistakes salespeople make, and offers insight on how to avoid them.

Book Information

Series: Smart Tapes Series

Audio CD

Publisher: Oasis Audio; Abridged edition (April 1, 2004)

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Shipping Weight: 7.5 ounces

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #990,601 in Books (See Top 100 in Books) #60 inÂ Books > Books on CD > Business > Sales #707 inÂ Books > Books on CD > Business > General #1881 inÂ Books > Books on CD > General

Customer Reviews

Instead of writing a sales how-to book, sales guru Todd Duncan has taken a slightly different tack and written a what-not-to-do book. He identifies the 10 most common fatal mistakes salespeople make every day in every business. These oft-overlooked errors in approach and strategy can chase away sales and, in the worst cases, destroy careers. Duncan explains how common blunders such as asking for the sale before establishing a connection ("begging") or failing to ask questions to ascertain your client's needs ("arguing") often kill the sale. If you've read even a few books about sales techniques in the last decade, you are familiar with much of what Duncan preaches. In fact, he has addressed the topic in other ways in his previous books, but his sales advice is solid. We believe it will be helpful to the sales neophyte, and can serve as a handy refresher for experienced salespeople.

This book is as funny as it is true. If you've spent any time selling, you'll find yourself giggling in one moment and slapping yourself on the forehead in the next. Duncan's anecdotes and admonitions ring true and his advice is generally simple to implement. Worth the read.

Great lessons for any salesperson. Your team should read this book to ensure they are on top of their game.

Great Book for salespeople. I learned a lot from it.

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