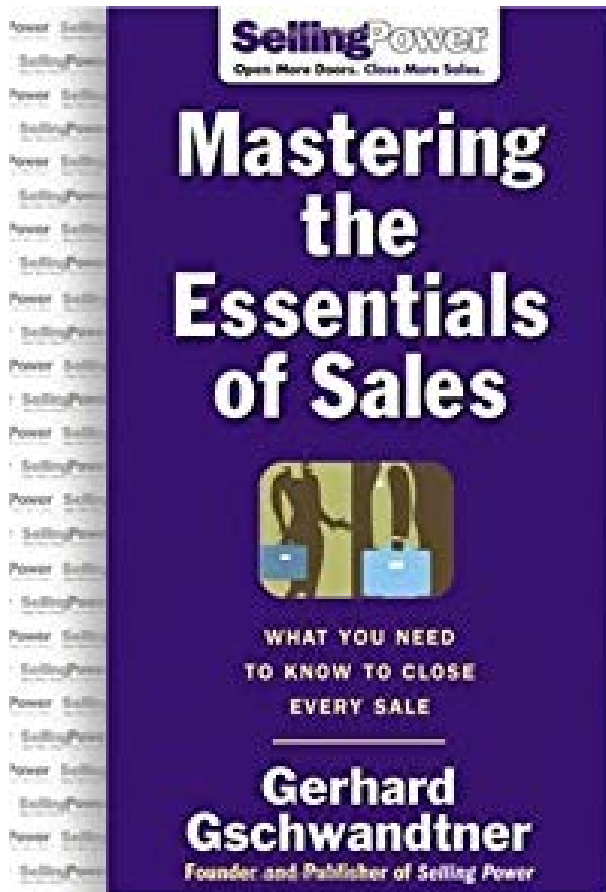


# Mastering the Essentials of Sales: What You Need to Know to Close Every Sale



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Like a ballplayer learning to bunt or a painter perfecting his or her palette, successful sales professionals know that true excellence comes from mastering the fundamentals. This book covers: how to make change your ally; the selling power of words; how to create trust; and the professional qualities every salesperson should have.