



Psycho-Selling: Double Your Income from Sales in 8 Weeks (Paperback)

By Bruce King

Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. First published by BBC Books, this book rapidly became an international best seller and has helped tens of thousands of salespeople around the world to double their income from sales and often in less than 8 weeks. Bruce King, salesman extraordinaire, shares his secrets and years of experience in this realistic eight week guide to successful selling. His revolutionary approach earned him the title of King Of The UK Salesman and here, for the first time, he shows you how you, too, can maximise your performance and double your income from sales. He starts with his basics: programming your mind to be more successful in sales. How to identify the perfect customers and clients, establish an instant rapport and make them want to buy from you. How to highlight the psycho-sales points of your product or service, and become irresistible. An in the unlikely event of difficulty, how to overcome objections and get the order. Each of the eight key stages is clearly and simply explained, illustrated by examples of specific situations and role plays and summarised in brief as an aide...



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